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HANNA-BARBERA's

STILL
ONLY 35¢

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THE FLINTSTONES



FRED IS
OUT TO
IMPRESS
HIS BOSS AS
THE MIGHTY HUNTER



Now . . . the Amazing

ENERGIZEDTM SPIDER-MAN![®]

ENERGIZED

TO CLIMB! Attach the Spider Clamp, turn on Spiderman's energy belt and his web climber goes into action. He climbs doors. Walls. Windows. Fences. Automatically.

ENERGIZED

**TO PULL!
TO LIFT!**

Spiderman's energized web actually pulls and lifts objects heavier than his own weight!

ENERGIZED

TO THROW LIGHT!

His Spider-Light cuts a beam through the night, lighting the way to safety . . . or to find the enemy!

ENERGIZED

**TO POWER HIS
SPIDERCOPTER.**

As Spiderman sits in his Spidercopter, his power turns the rotor. And also sends out a powerful search beam. Spiderman flies by night.

The ENERGIZED

GREEN GOBLIN. Spiderman's enemy. He's energized to cut Spiderman's web, power his Goblin Ray gun. A formidable foe for Energized Spiderman.

Green Goblin comes with Web Cutter and Goblin Ray Gun.

ACCESSORY PACK, TOO! A Spider Trap, plus Spider Ray Gun. Rocket Camera. Just attach to Spiderman's Energy Belt!

Spider-man is 13½ inches tall.

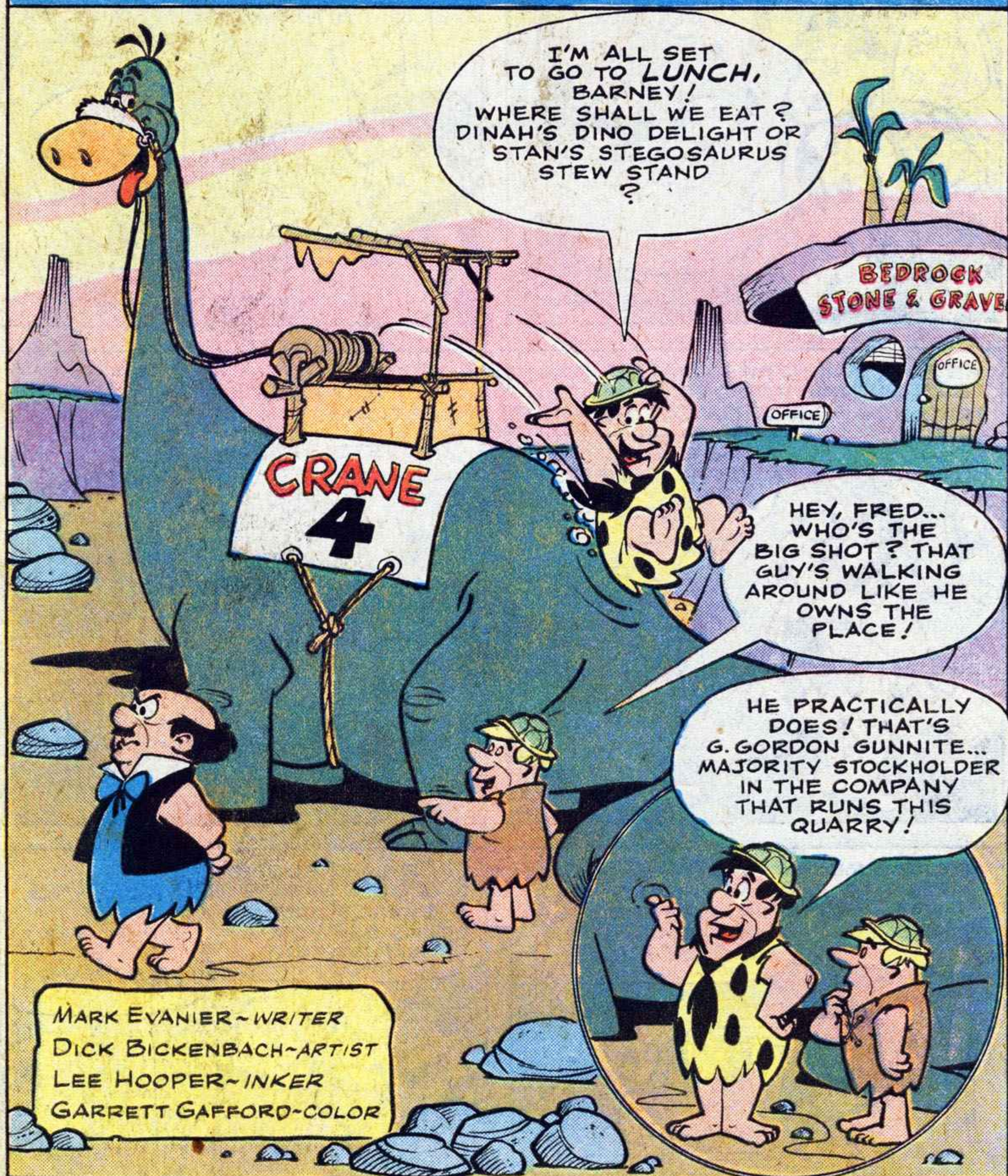
REMCO[®]

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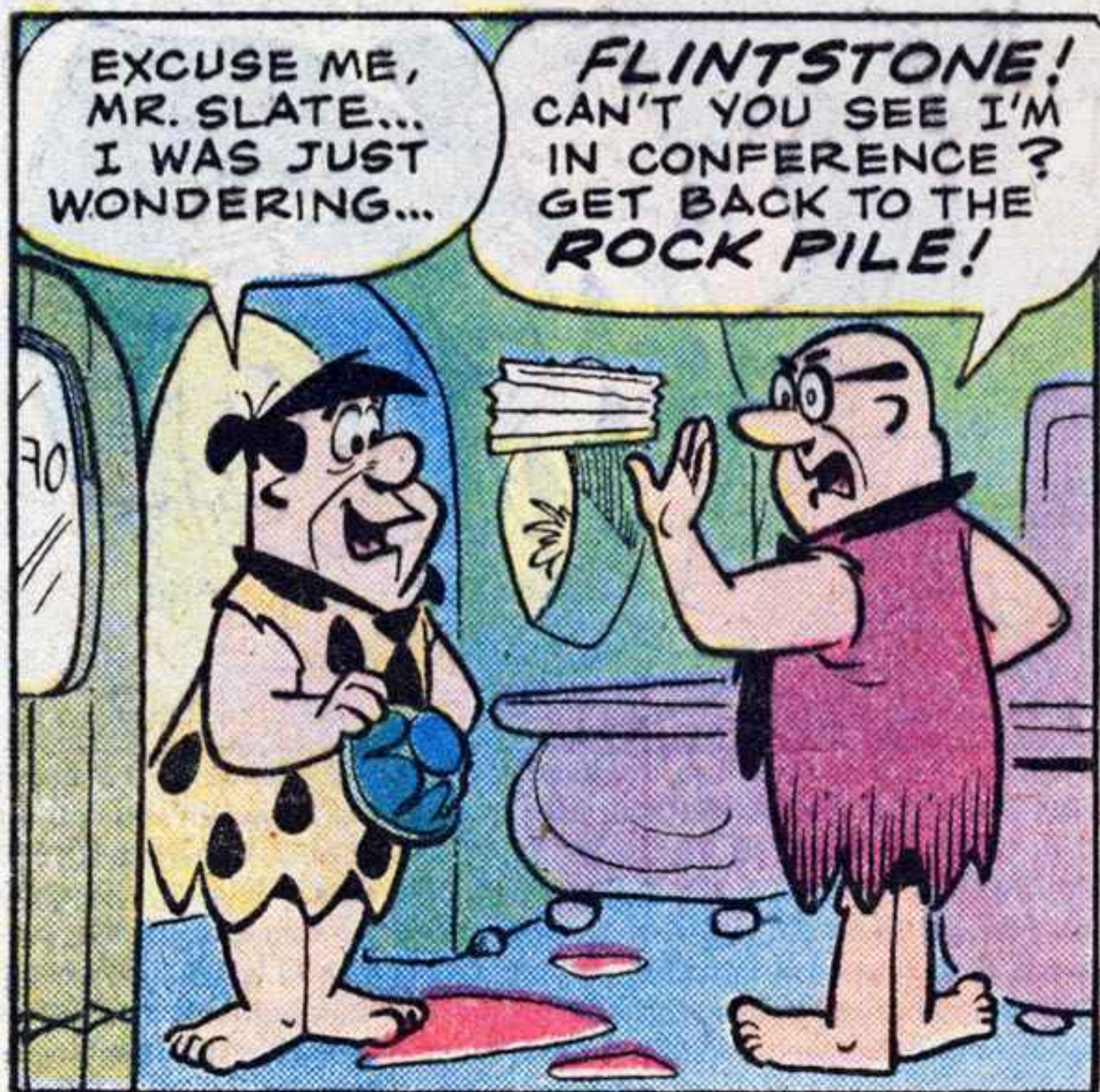
HANNA-BARBERA'S
THE FLINTSTONES

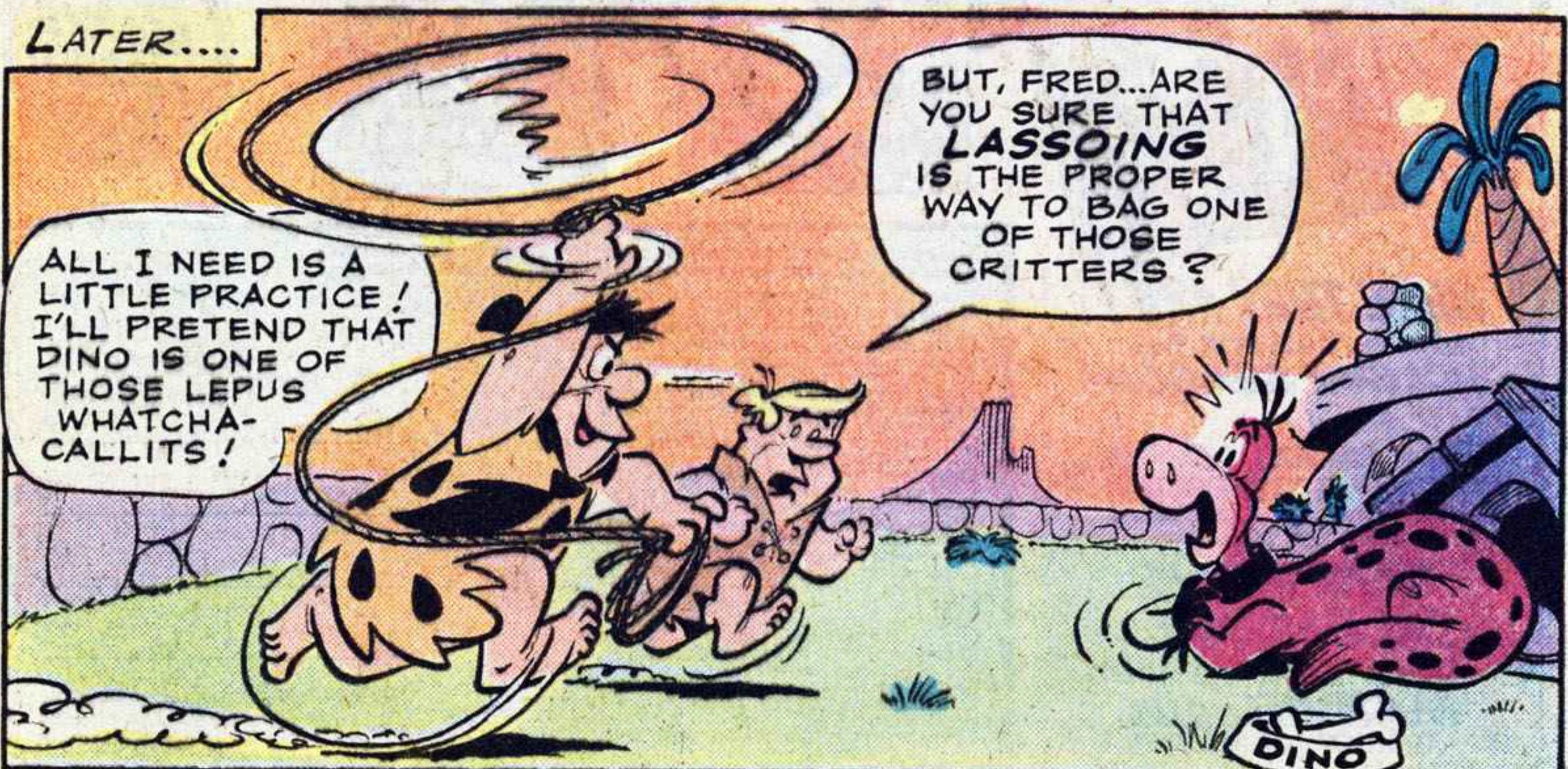
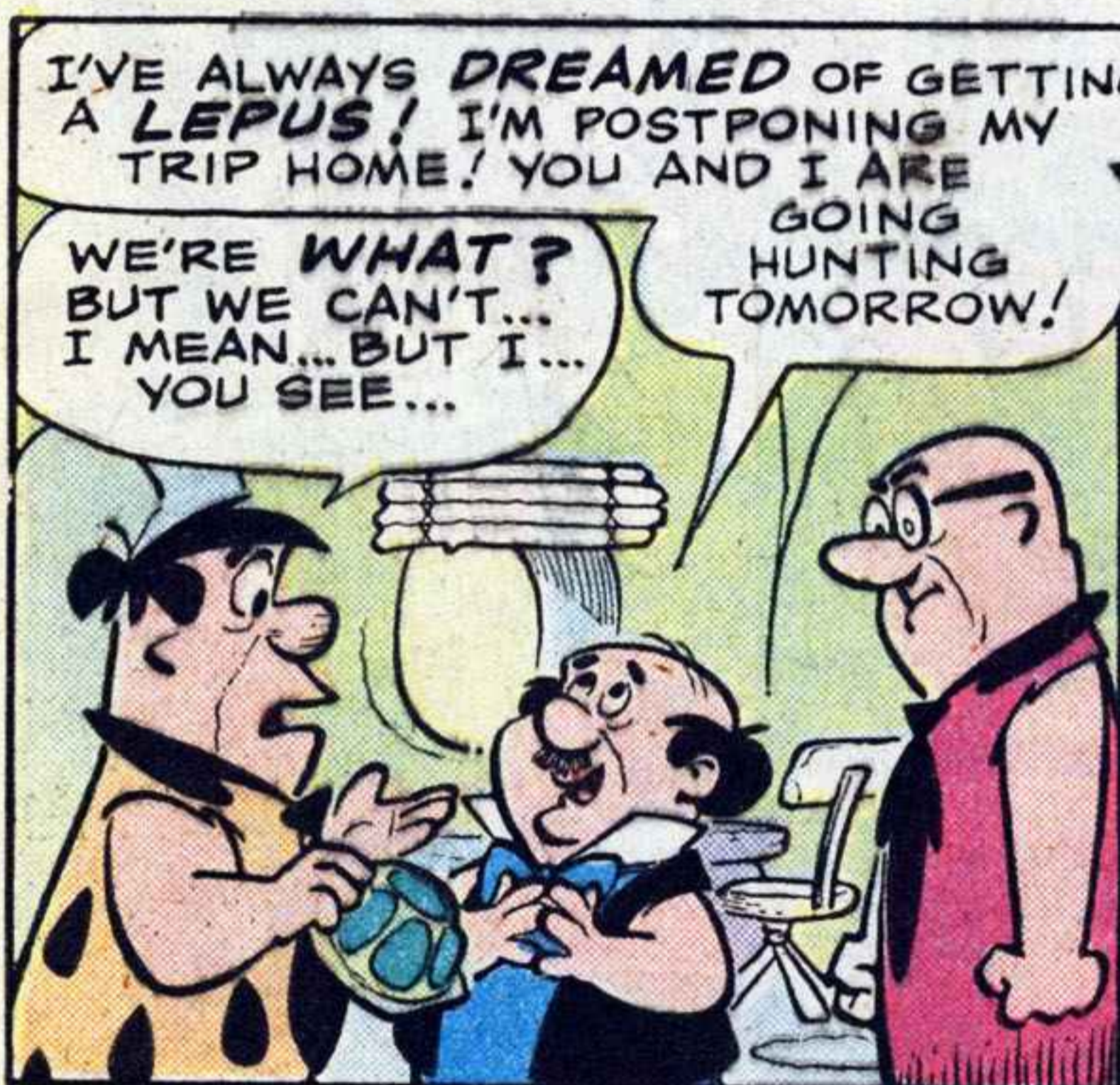
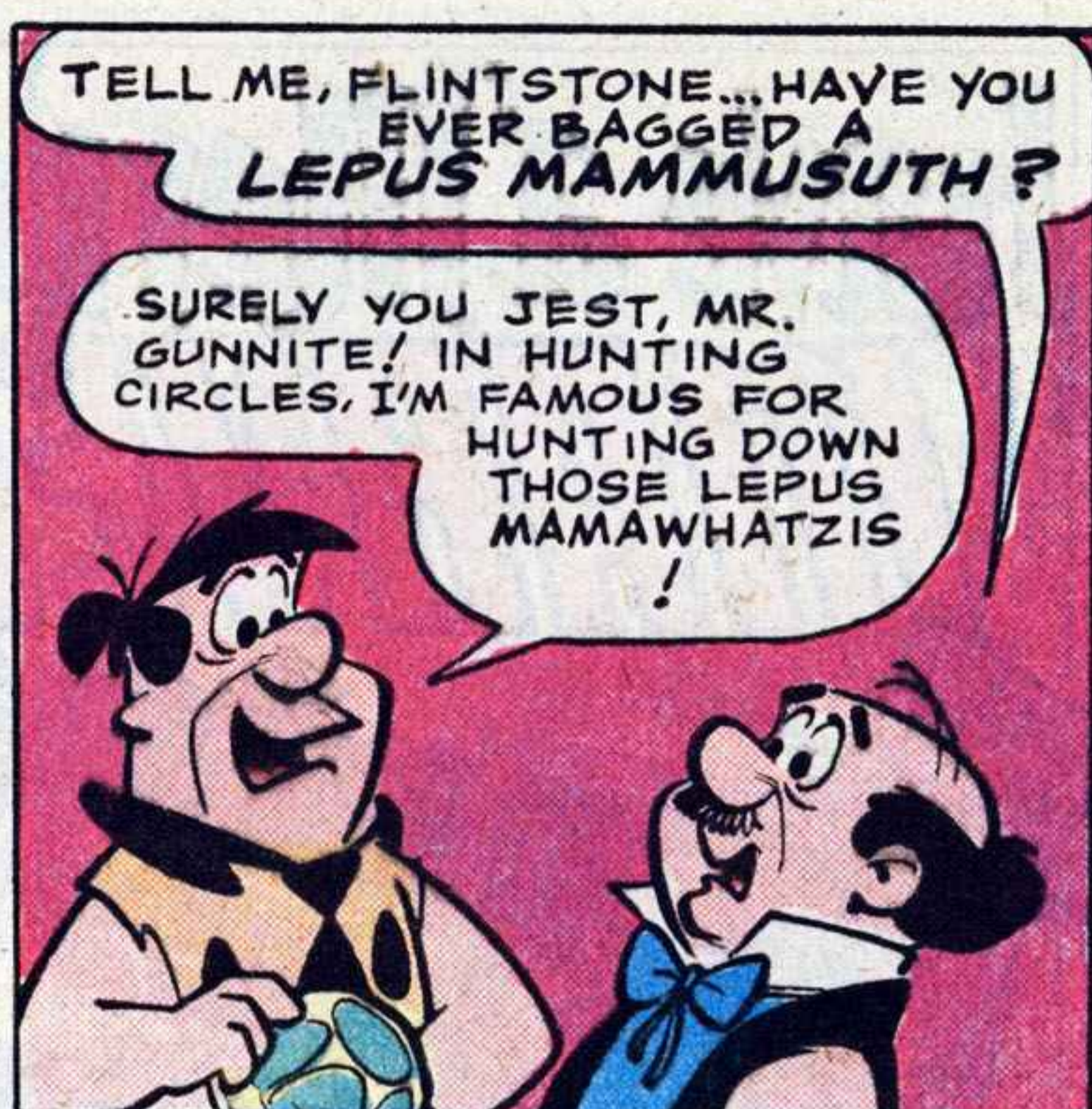
The Mighty Hunter

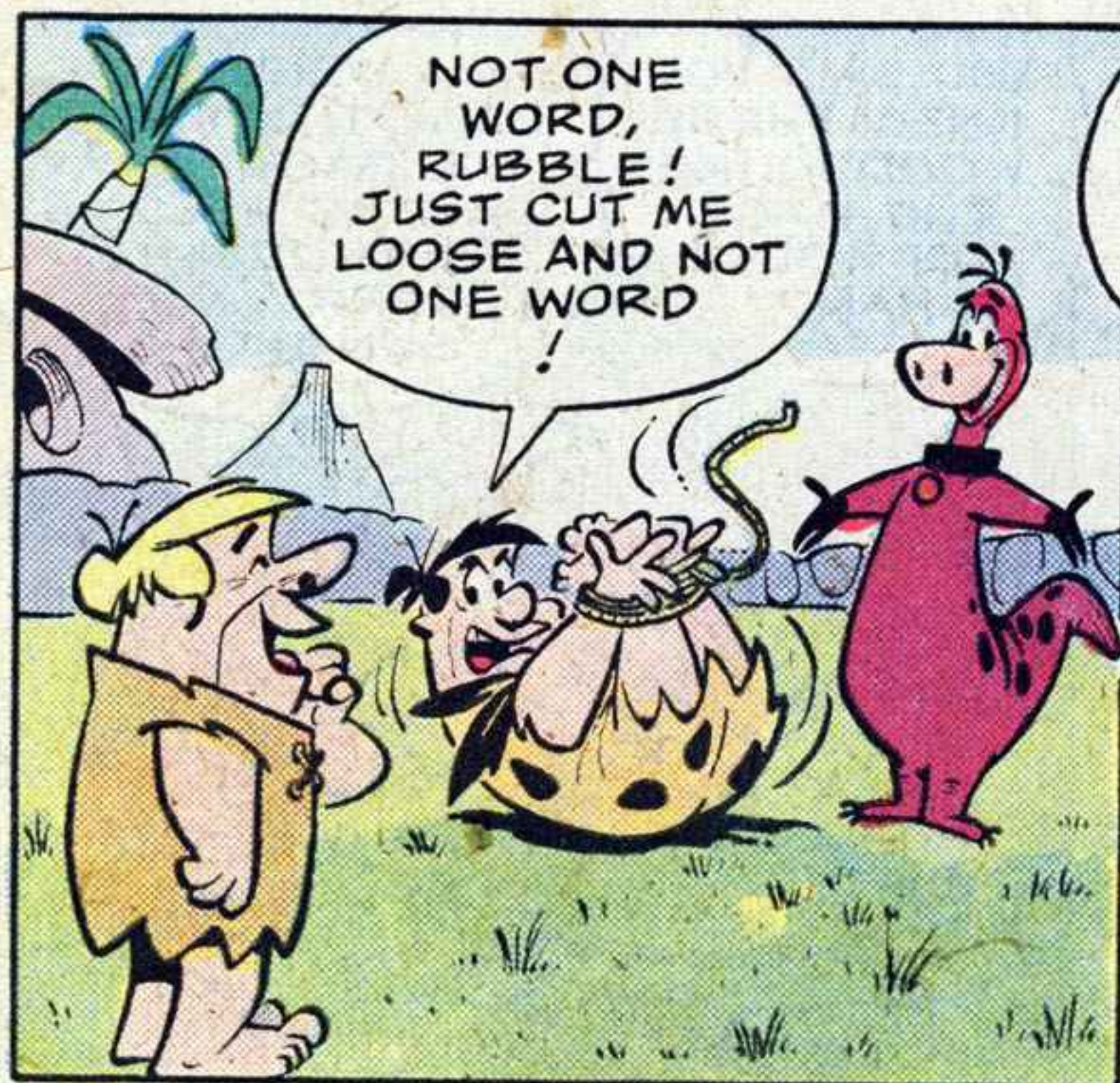
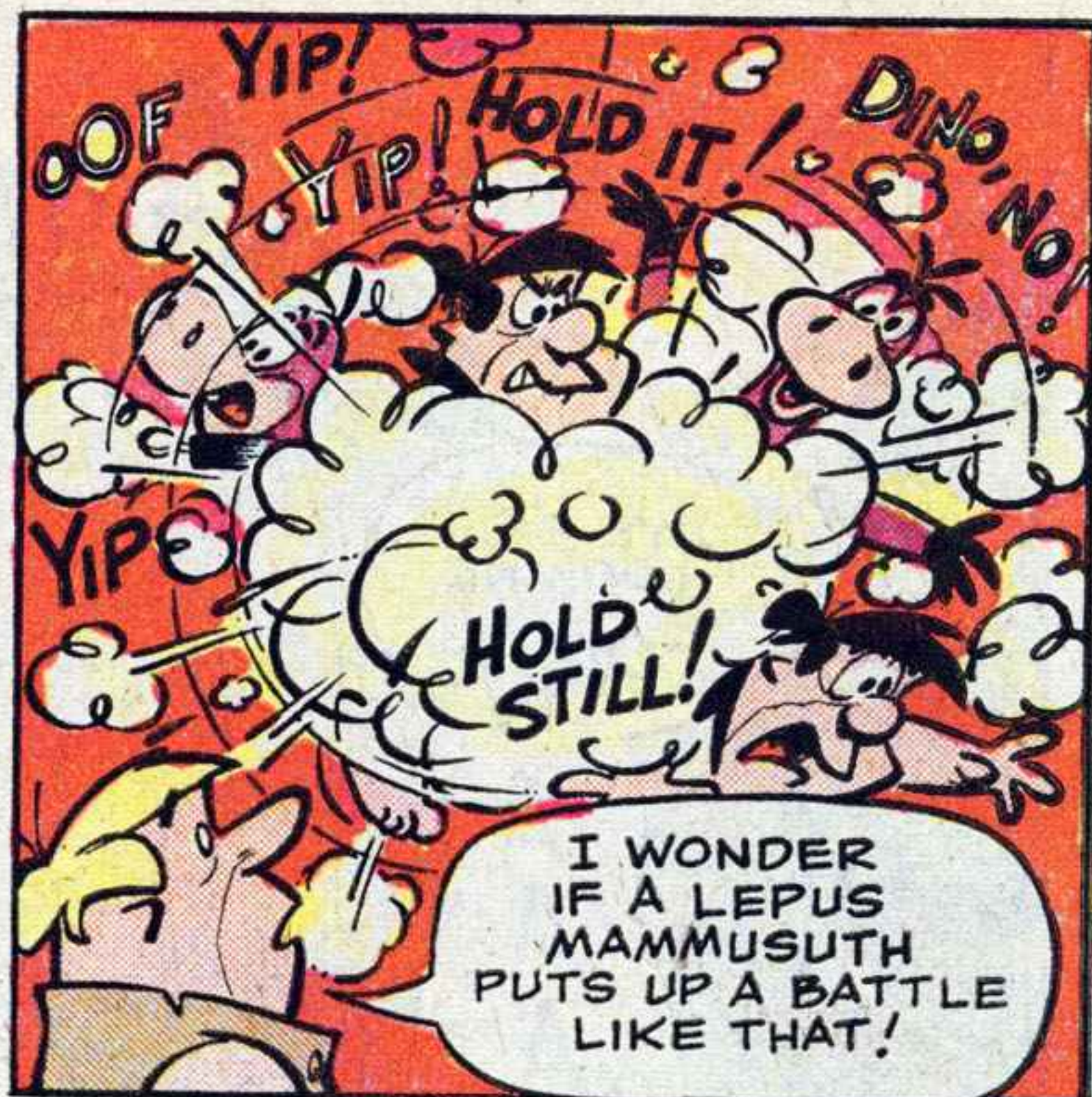


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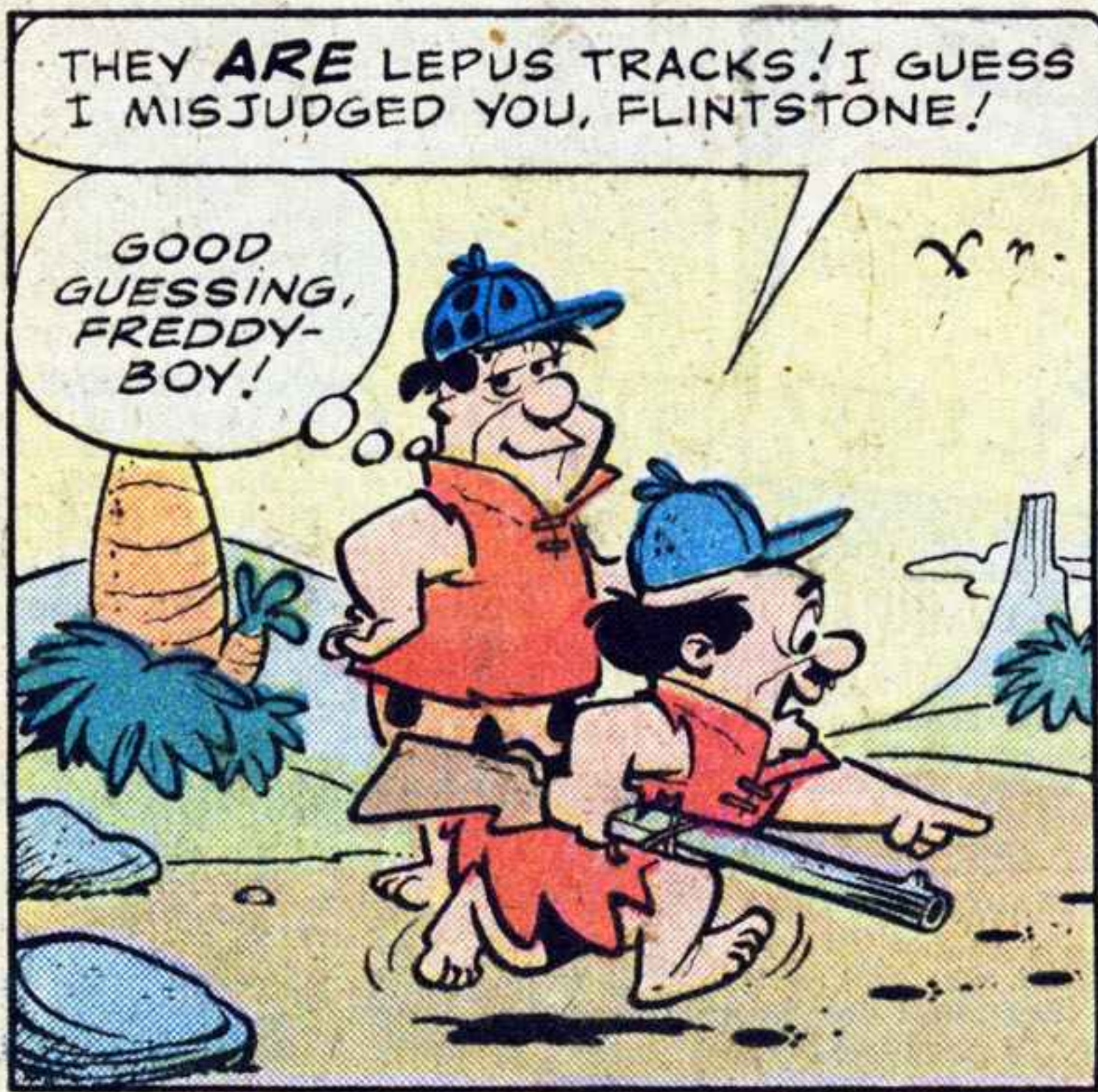
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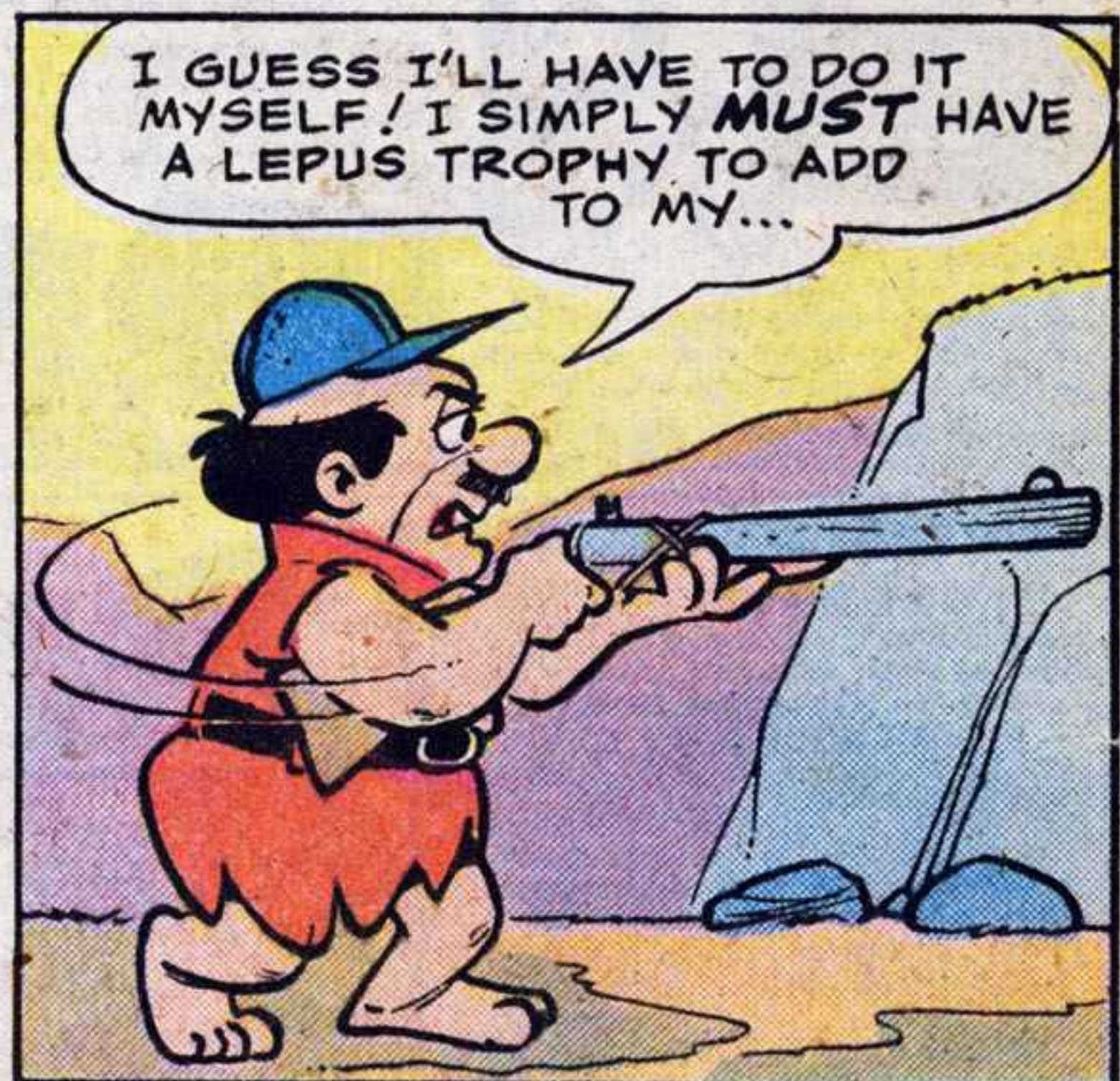


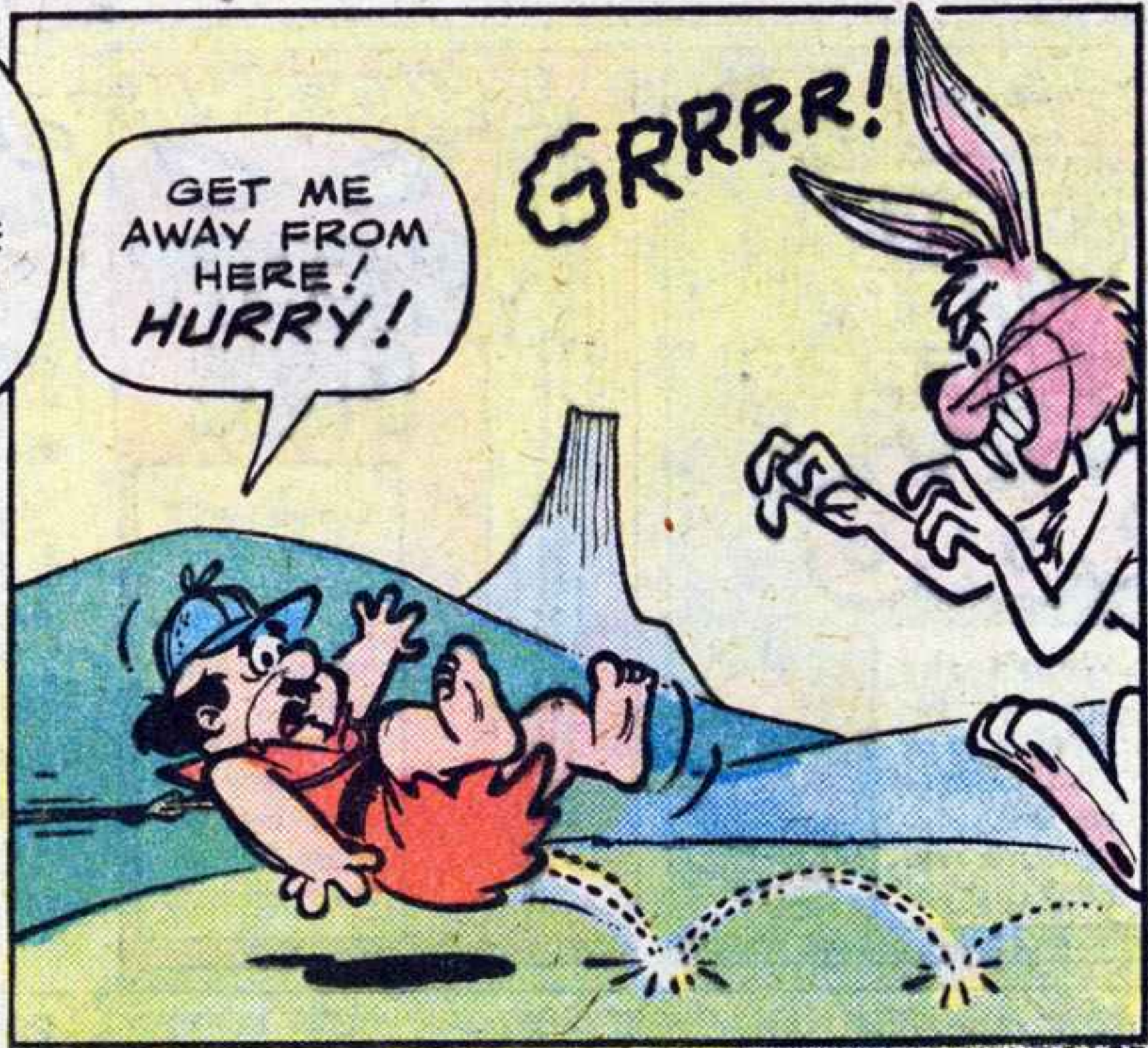
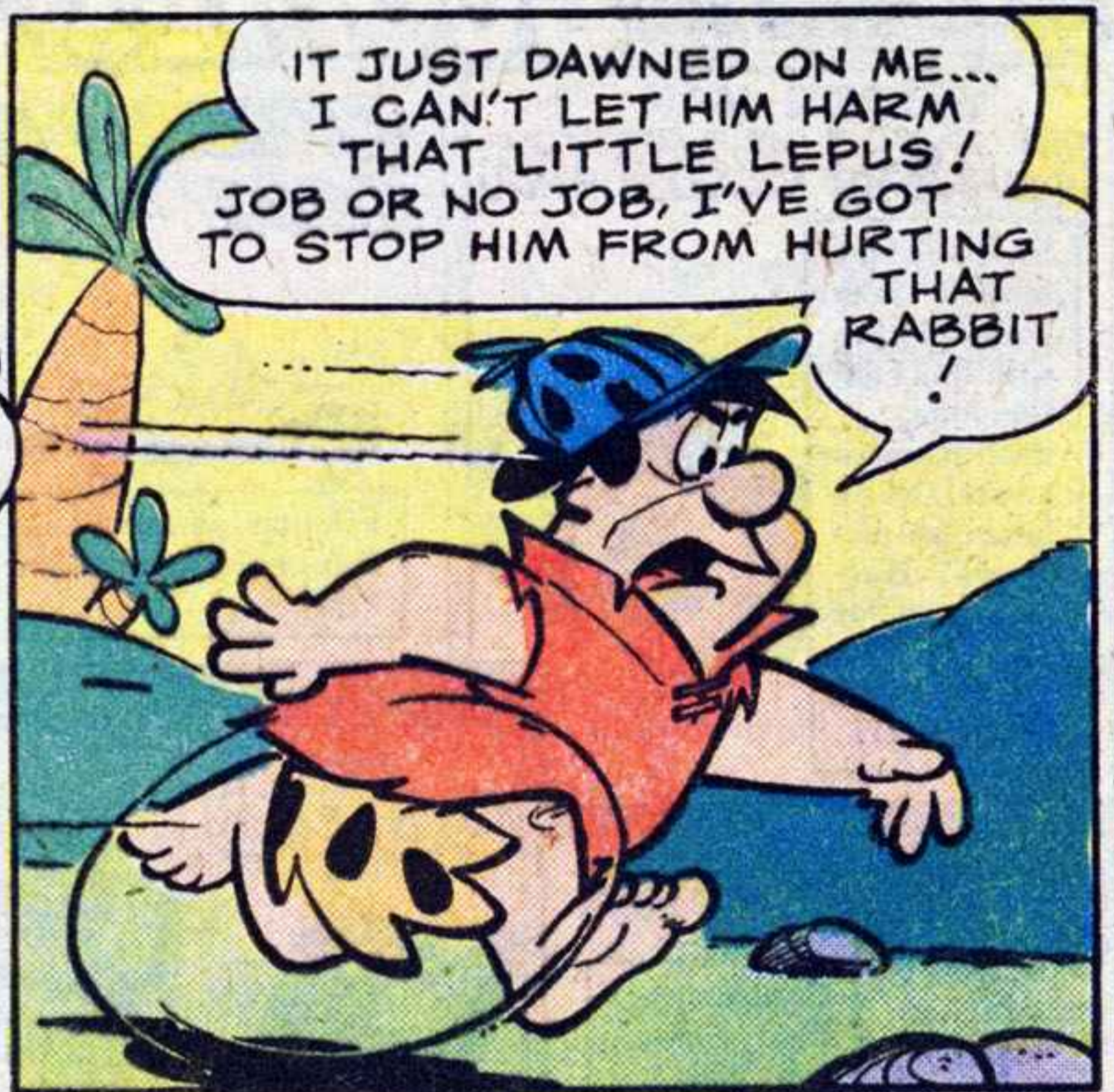












IT'S FUN

for every one!

NO SUGAR TO HARM YOUR TEETH!
OK WITH MOMS OF THE WORLD!

Soft, Juicy
Chunks!

GREAT
TASTE

Amazing
BUBBLES—
4 LONG-LASTING
FLAVORS!

Soft'n
Sugarfree

Bubble Gum

ORIGINAL
BUBBLE GUM FLAVOR

IBLAMMO
Soft'n Sugarfree
Bubble Gum

IBLAMMO
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Bubble Gum

IBLAMMO
Soft'n Sugarfree
Bubble Gum

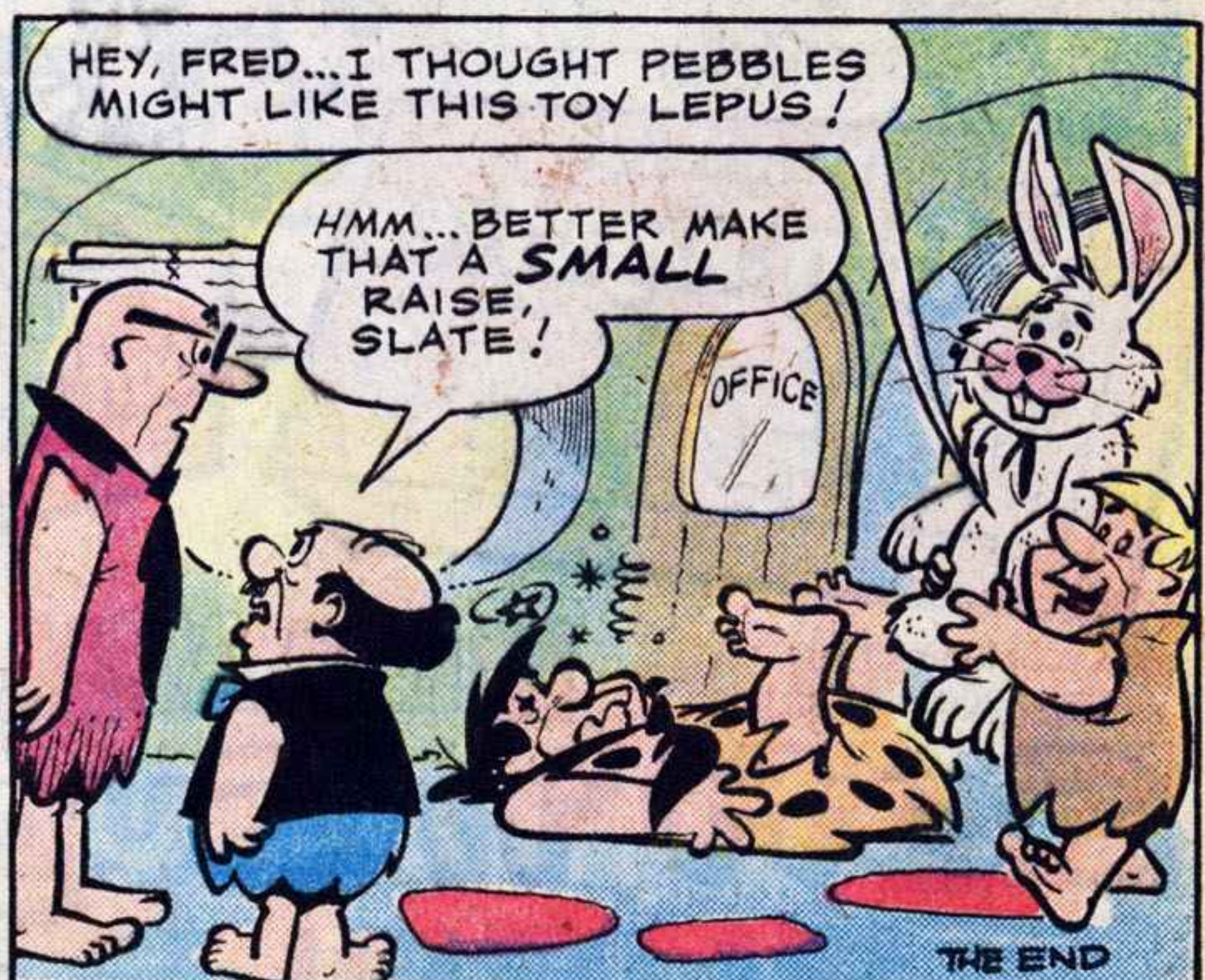
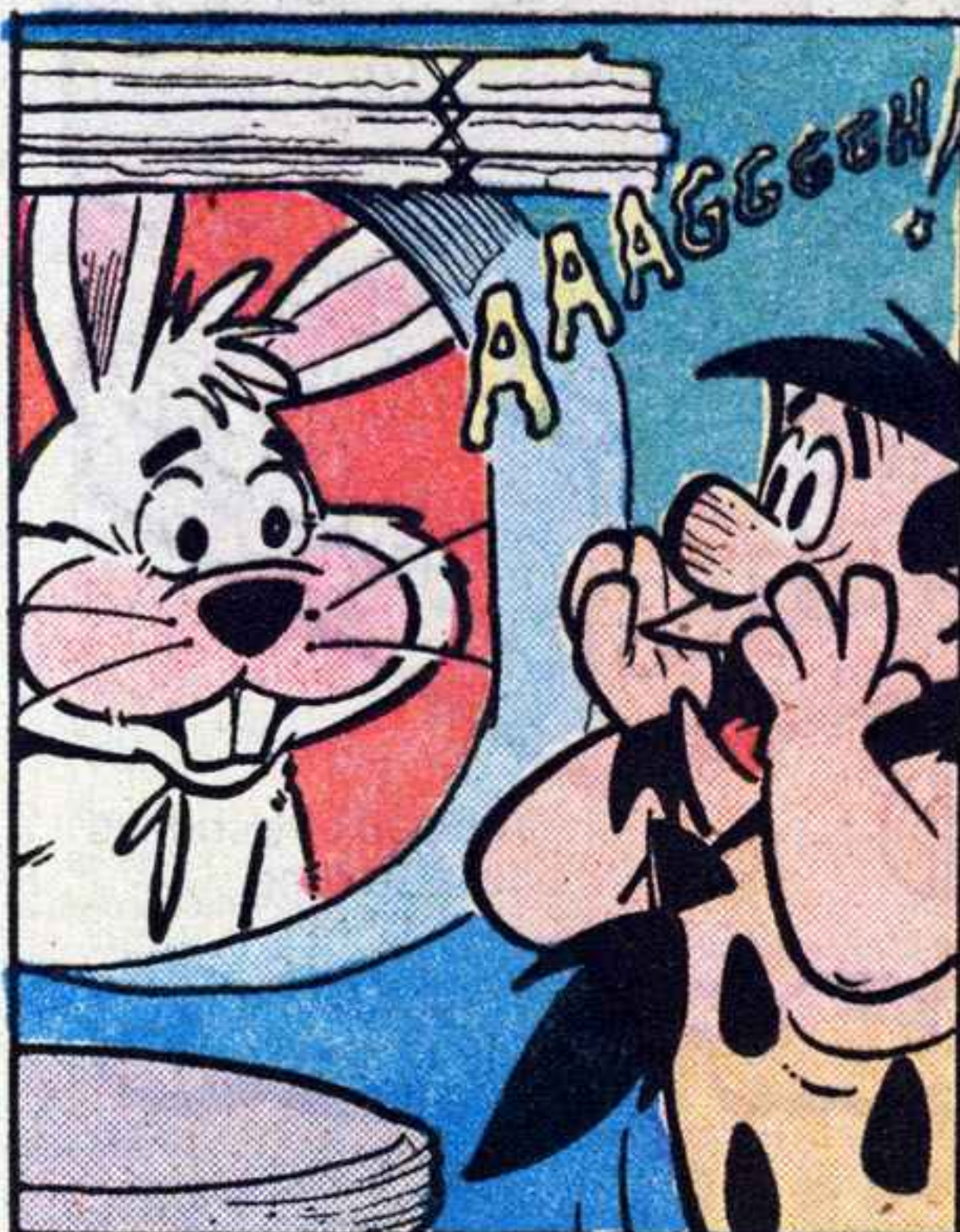
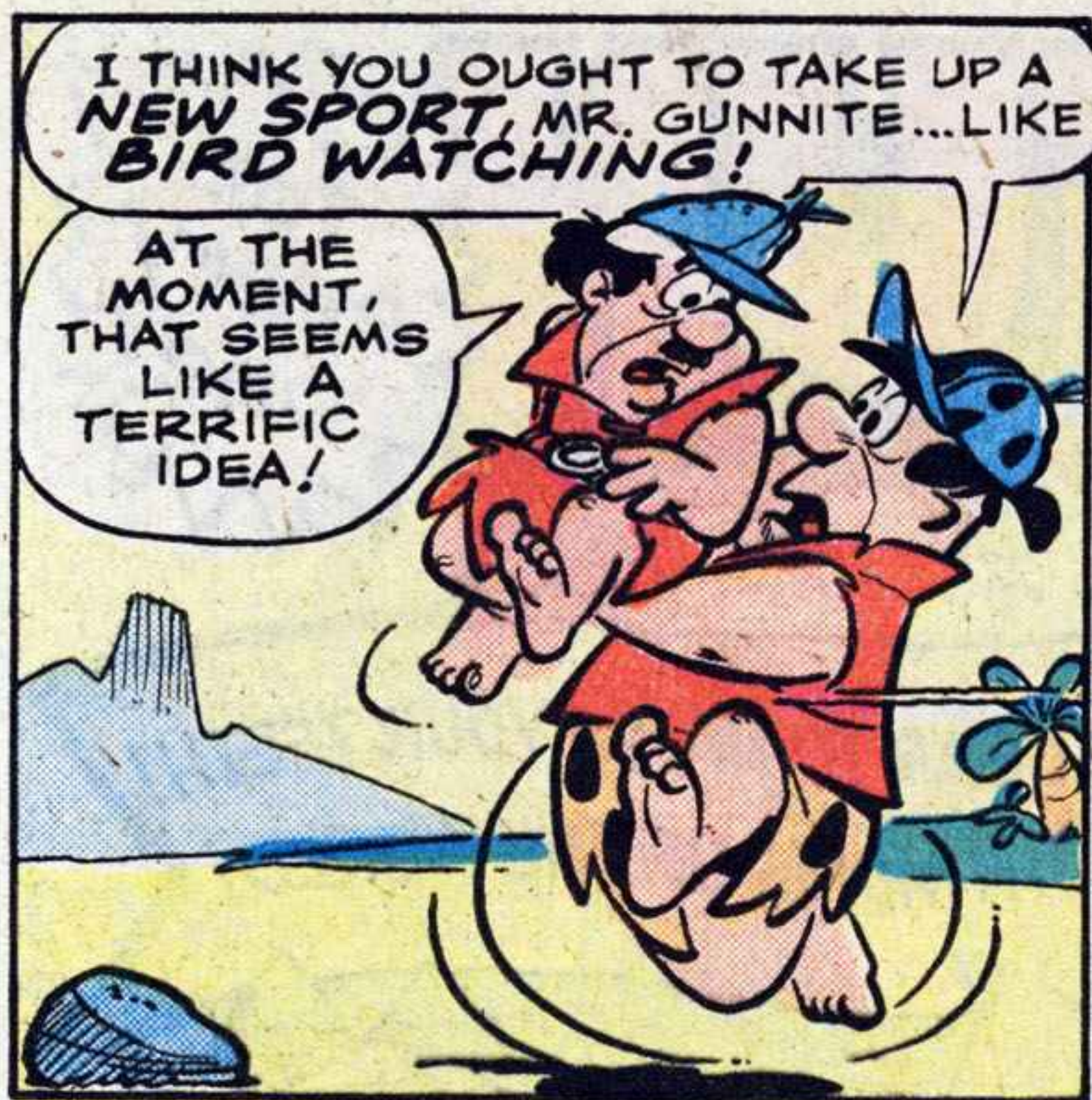
Ask your Mom to buy
the money-saving box.

IBLAMMO®

You can buy chunks
one-at-a-time.

Soft 'n Sugarfree BUBBLE GUM

T.M.



HANNA-BARBERA'S

THE
FLINTSTONES

FANTASTIC FRED

IF YOU WERE FRED FLINTSTONE, YOUR LIFE
WOULD LOOK SOMETHING LIKE THIS...

AREN'T YOU GLAD YOU'RE YOU?

FLINTSTONE!
THAT SHIPMENT
FOR SLAGTOWN WAS
SUPPOSED TO GO OUT
LAST WEDNESDAY!
**STEP
ON IT!**

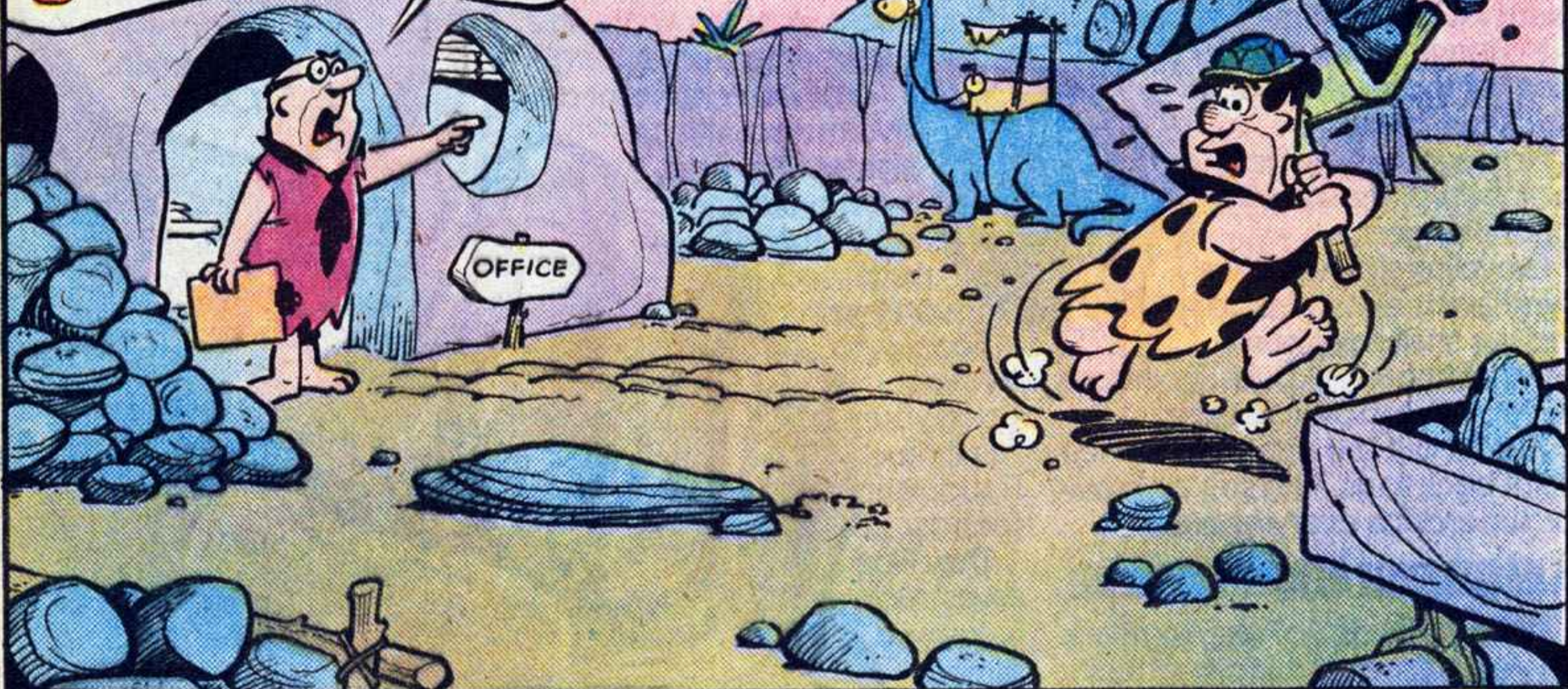
YES,
MR. SLATE

RIGHT
AWAY,
MR.
SLATE!

ANYTHING
YOU SAY

YES,
SIR!

**BEDROCK
STONE & GRAVEL**

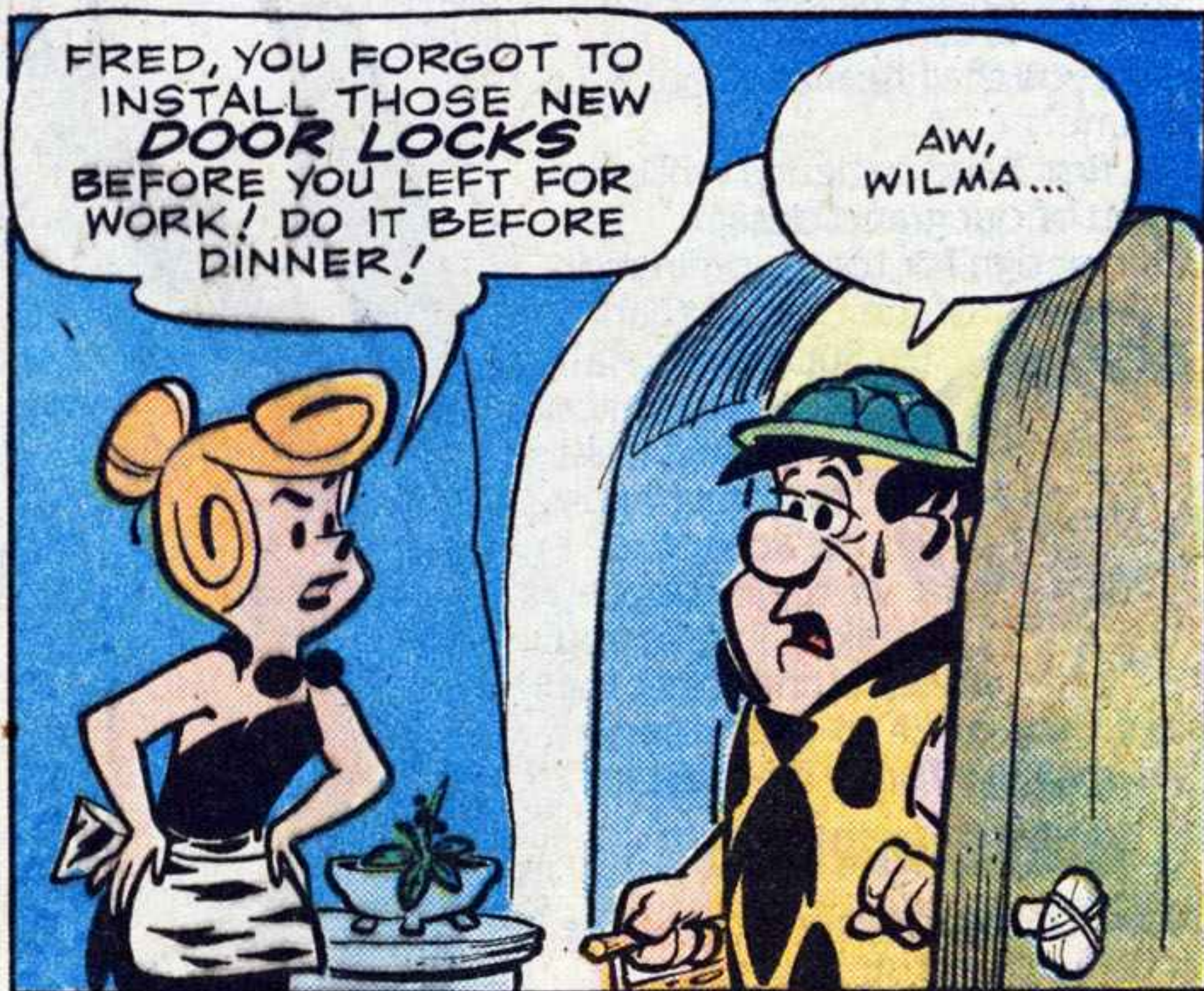


WHAT
A DAY!
AT LEAST NOW
I CAN REST...
RELAX...



FRED, YOU FORGOT TO
INSTALL THOSE NEW
DOOR LOCKS
BEFORE YOU LEFT FOR
WORK! DO IT BEFORE
DINNER!

AW,
WILMA...



SATURDAY MORNING FEVER

IT'S ON THE RISE ON NBC!



THE ^{NEW} FANTASTIC FOUR†
*10:30 EASTERN TIME

**JANA OF THE JUNGLE
IN THE GODZILLA POWER HOUR††**
*9:30 EASTERN TIME



YOGI'S SPACE RACE††
*8:00 EASTERN TIME



***NBC'S NEW SATURDAY MORNING
SHOWS START SEPTEMBER 9.
CHECK YOUR LOCAL TV LISTINGS
FOR TIME AND CHANNEL**



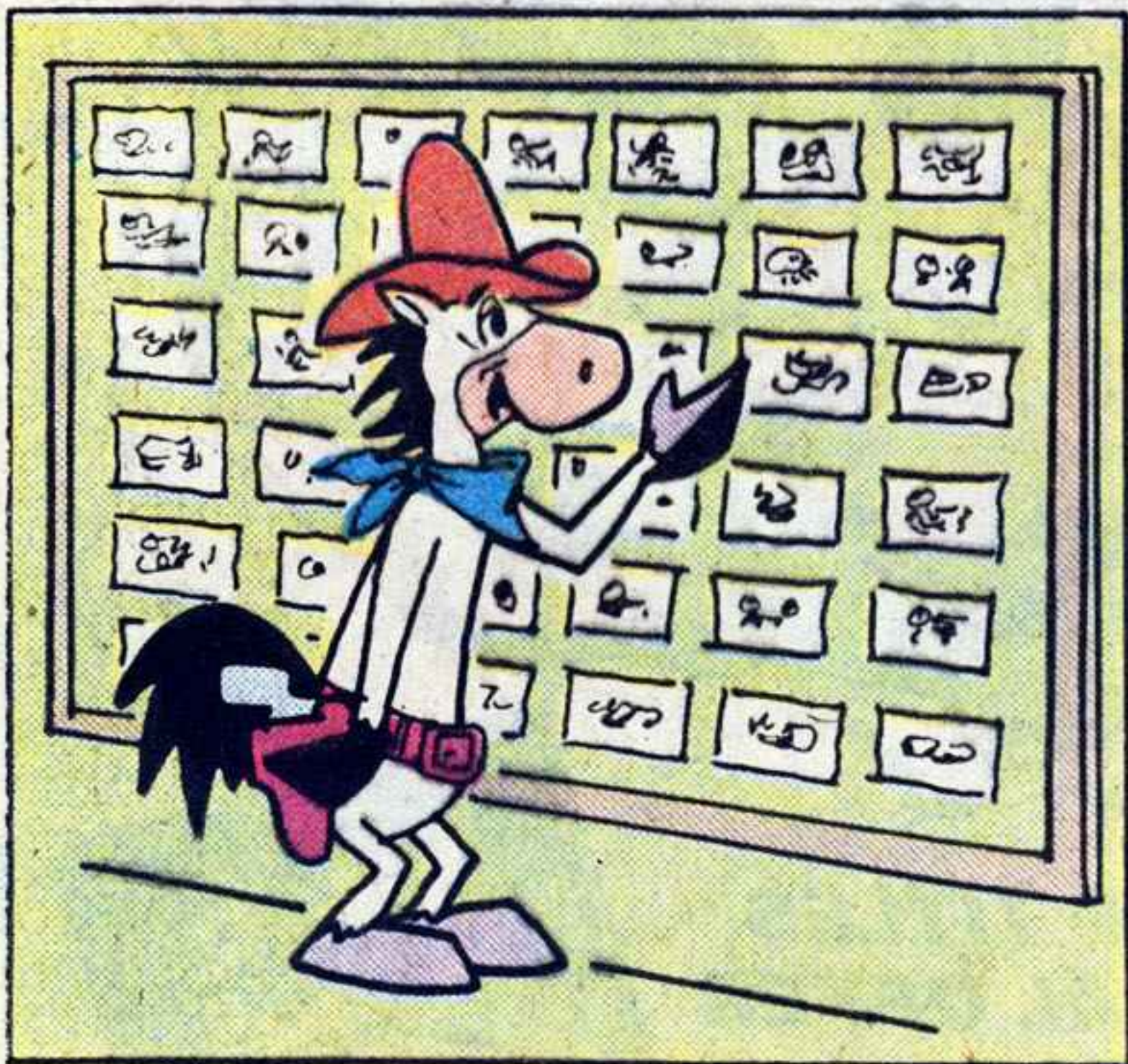
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THE FANTASTIC WORLD OF HANNA-BARBERA

SKETCH A STORY

Howdy, Funtastic World fans, this is ol' Quick Draw McGraw here, to talk to you about the storyboard part of the animation business and just what is involved in doing a board.

When animated cartoon studios first started about sixty years ago, the standard method of writing the script for the show was to "sketch" the story. Early story production was done on scratch pad paper and pinned up on large panel boards with pushpins. This system allowed for quick changes of rough sketches and the replacing or resetting of entire story sequences.



The sketch paper, about 4" x 6" in size, was big enough to be seen by a number of people in the story room. This allowed a storyboard writer to present the show in sequence to producers, directors, designer and animators. This presentation was known as "giving" the board. These conferences were tests to see if the gags and jokes were "working." It was also a way of getting suggestions and new ideas that might improve the show.

Some storyboards were prepared by one writer-artist, while others worked in teams of head writer and sketch artist. One cartoon short story usually took from four to six weeks to prepare, after which the boards were taken over by the animation director who had probably already worked on some of the ideas and gags during preliminary work. The story sketches served as a guide to the director and layout artists in timing the picture and designing the final product.

The large storyboard method of production is still used today, but it is usually reserved for feature film story sketches. Feature stories may take many months

or years to finalize, and the big board presentation serves well in putting the show together, enabling many people to see the rough draft in conference. At Hanna-Barbera about ten large boards are presently in preparation for the feature cartoon, SONG OF HEIDI.

For Hanna-Barbera's FANTASTIC WORLD OF TELEVISION a smaller, more compact board was developed. Since TV budgets are much lower than budgets for theatrical cartoons, a faster method of producing boards was developed. Instead of the large loose sketches for pinning up, the television storyboard is drawn on 9" x 12" pages containing six panels per page for smaller sketches. These are clipped together in a book-like sequence. A half hour television cartoon such as SCOOBY-DOO or LAFF-A-LYMPICS might use 90 to 100 of these pages to tell the story.

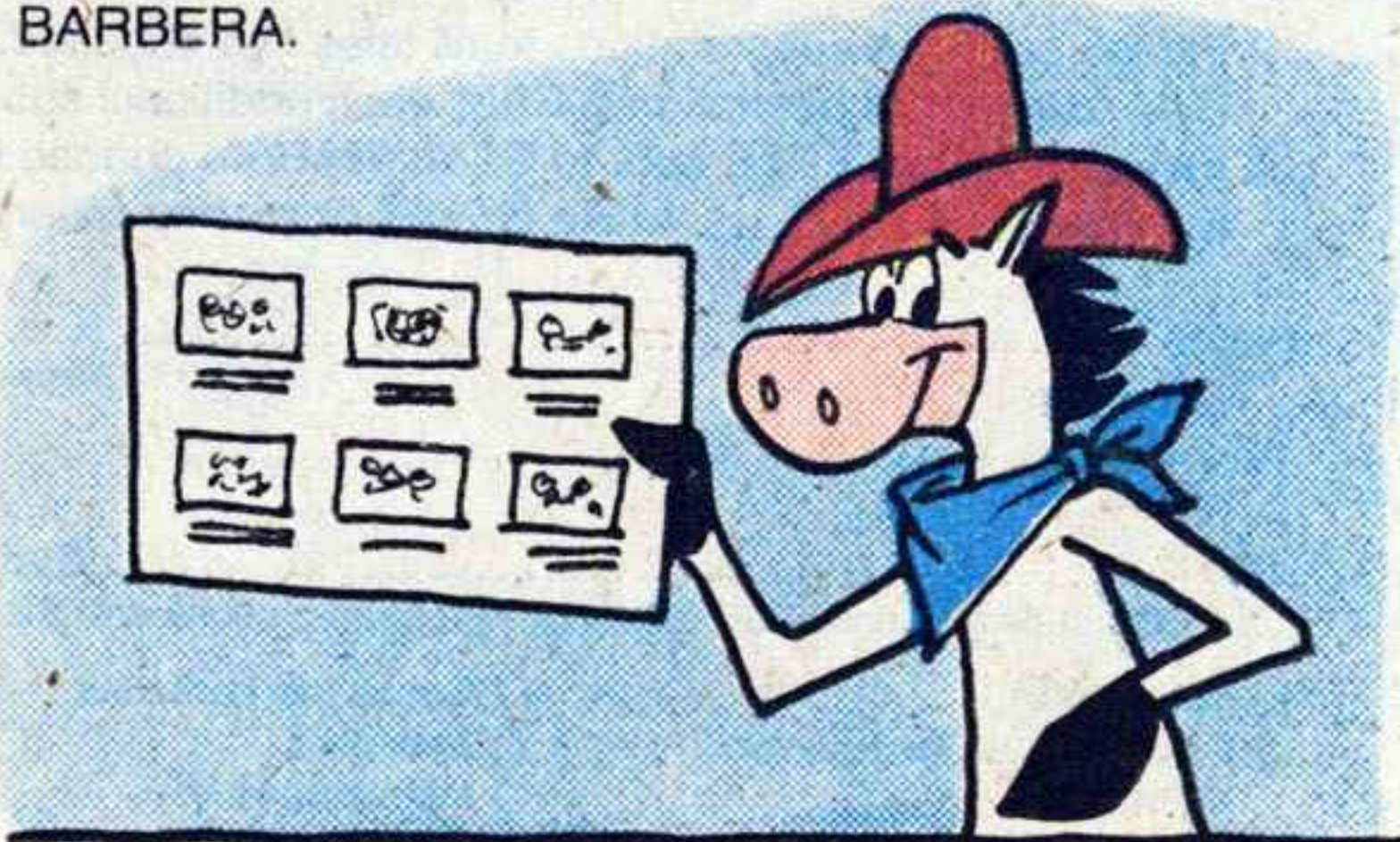
The television boards are usually produced from an approved typewritten script. The script contains all the character lines, with screen and action direction. The storysketch editor uses this information to design the entire show. Starting with scene one, the sketch artist creates locations and staging throughout the picture. Action, attitudes and expressions are captured in very rough sketch form. These small sketches serve as important guides to the director as well as to layout and design artists and the animators.

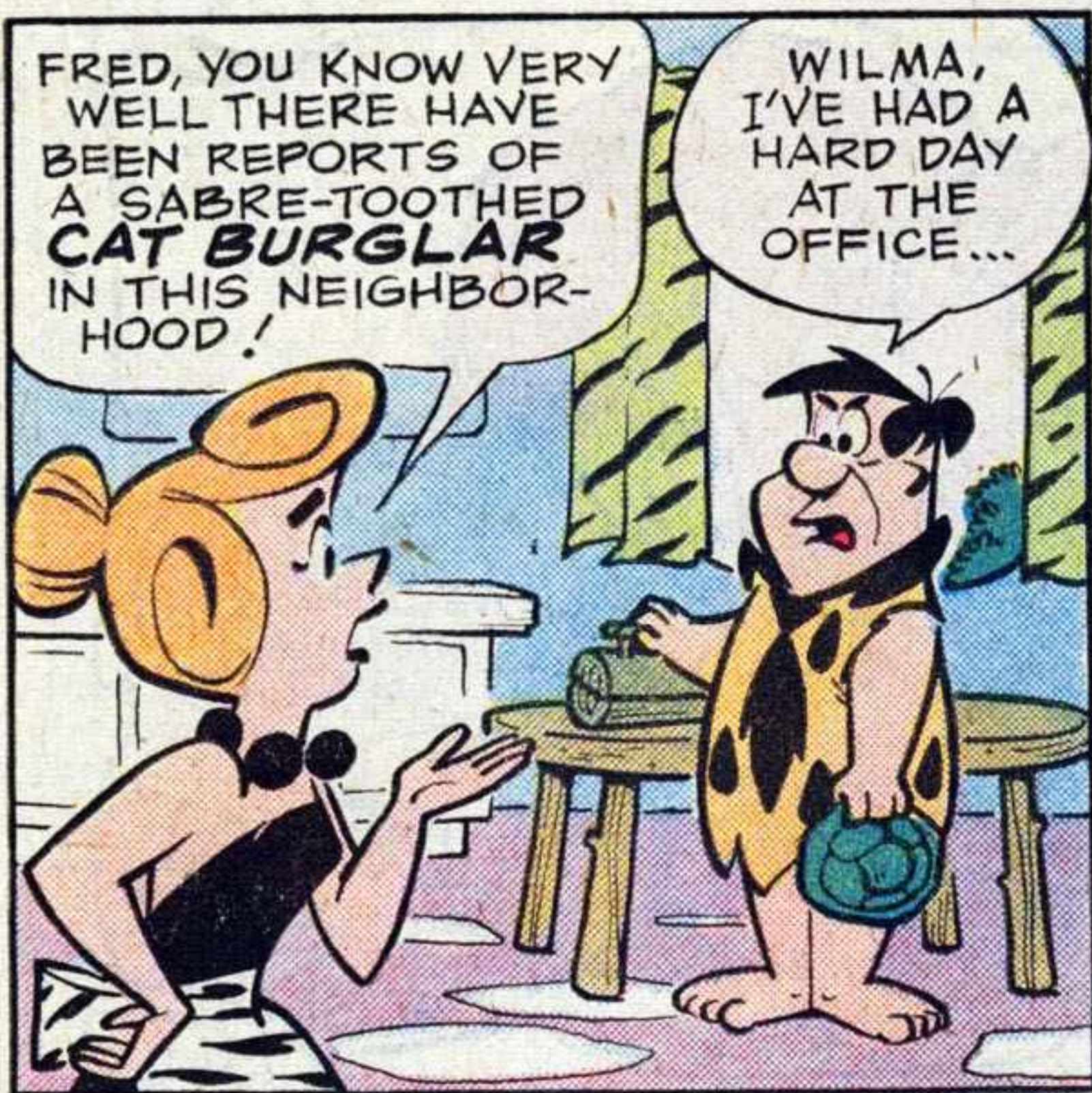
The sketch artist is not locked-in to depicting every detail of the script as typed out, for his artistic judgement as to the best graphic handling now comes into play. Selection of longshots and closeups, pan shots and zooms, dissolves and wipes become the decision of the storyboard artist. He may also become a writer when he finds that lines need to be rewritten or new lines created to best give the story its proper flow.

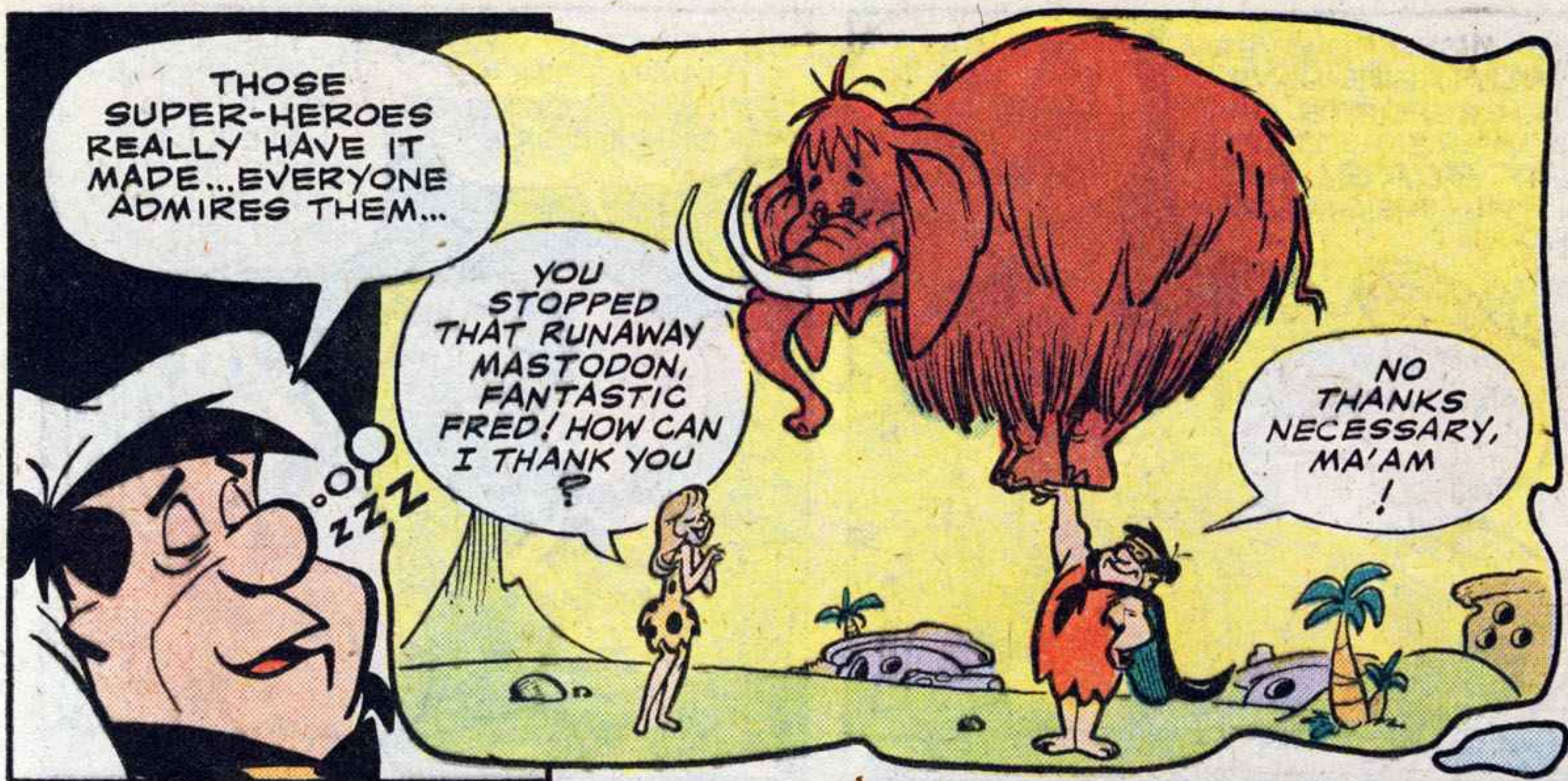
The finished storyboard acts as a blueprint for the construction of the entire animated cartoon. It is the unifying element that permits a film to be produced on an assembly line process, as must be done in the creation of the television cartoon series.

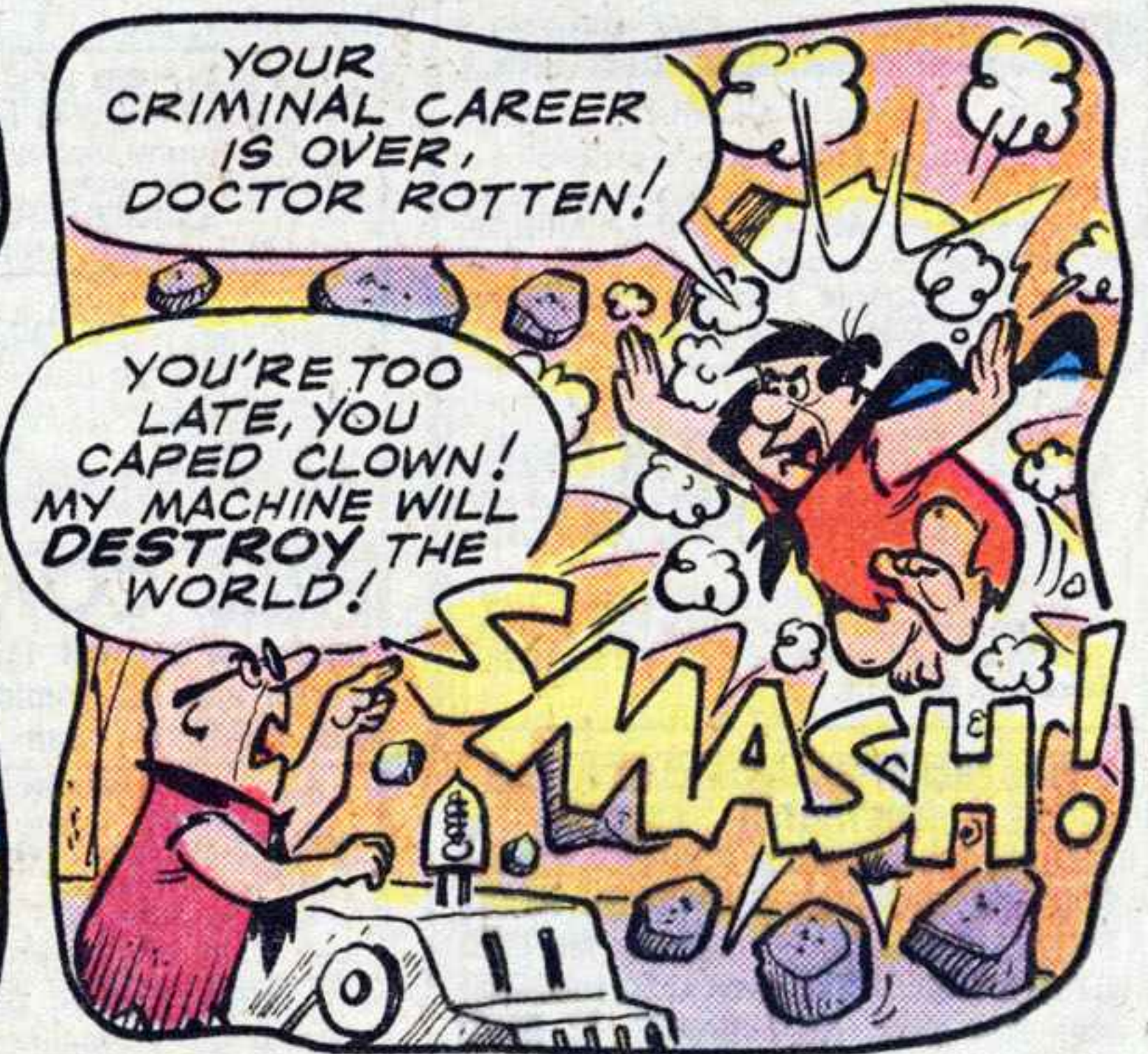
Although I am called "Quick Draw", many of the storyboard directors also have to be "quick on the draw" since their sketches must be quickly rendered visuals in rough technique. But they still must indicate everything that needs to be shown in the finished film. After all, The storyboard itself does not ever appear on the TV screen but the "cleaned-up" version does, and that's what counts.

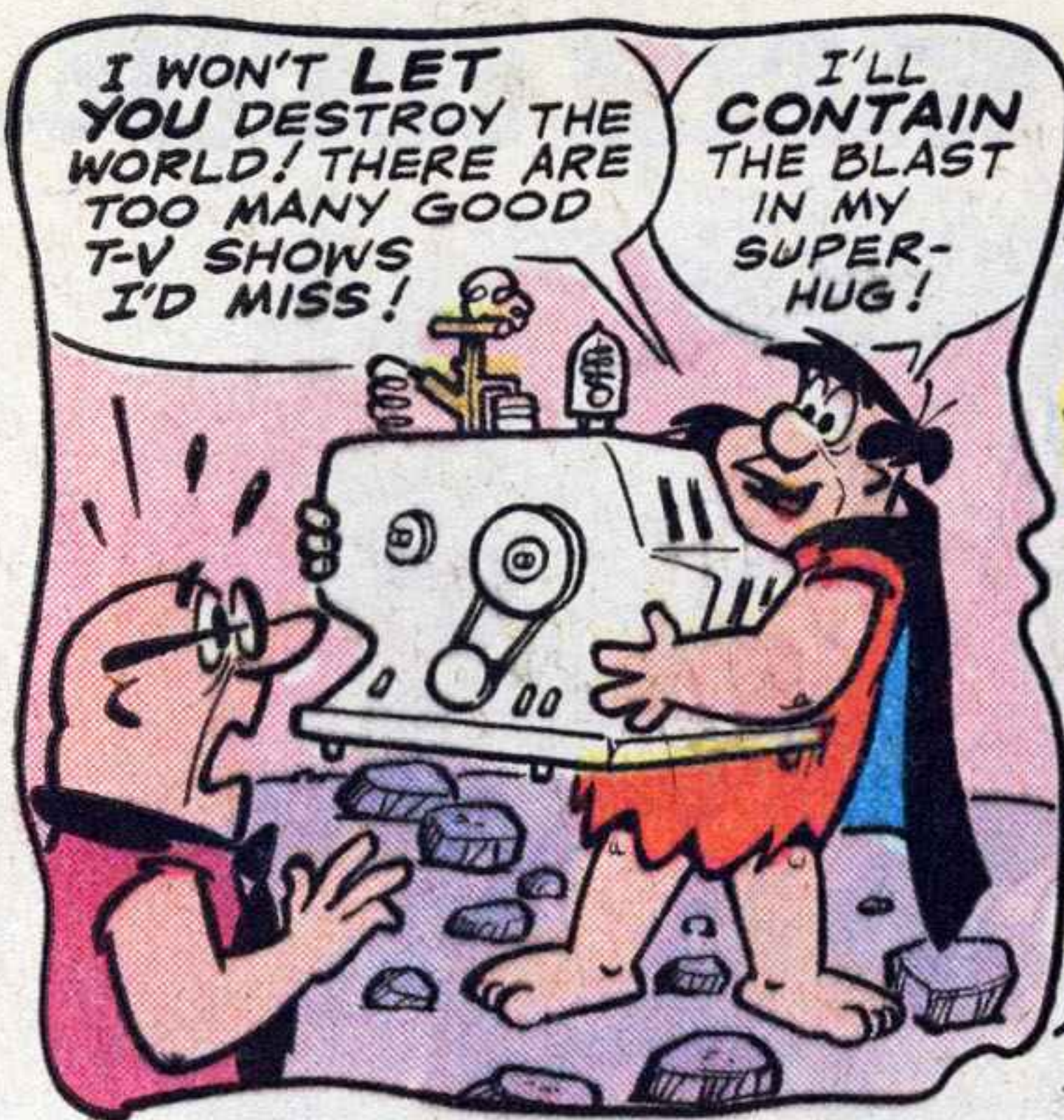
Well, I can count, too, and I calculate that I've just about run out of time, so this is your old friend Quick Draw McGraw saying I'll fade out, end of scene, in another FANTASTIC WORLD STORY OF HANNA-BARBERA.



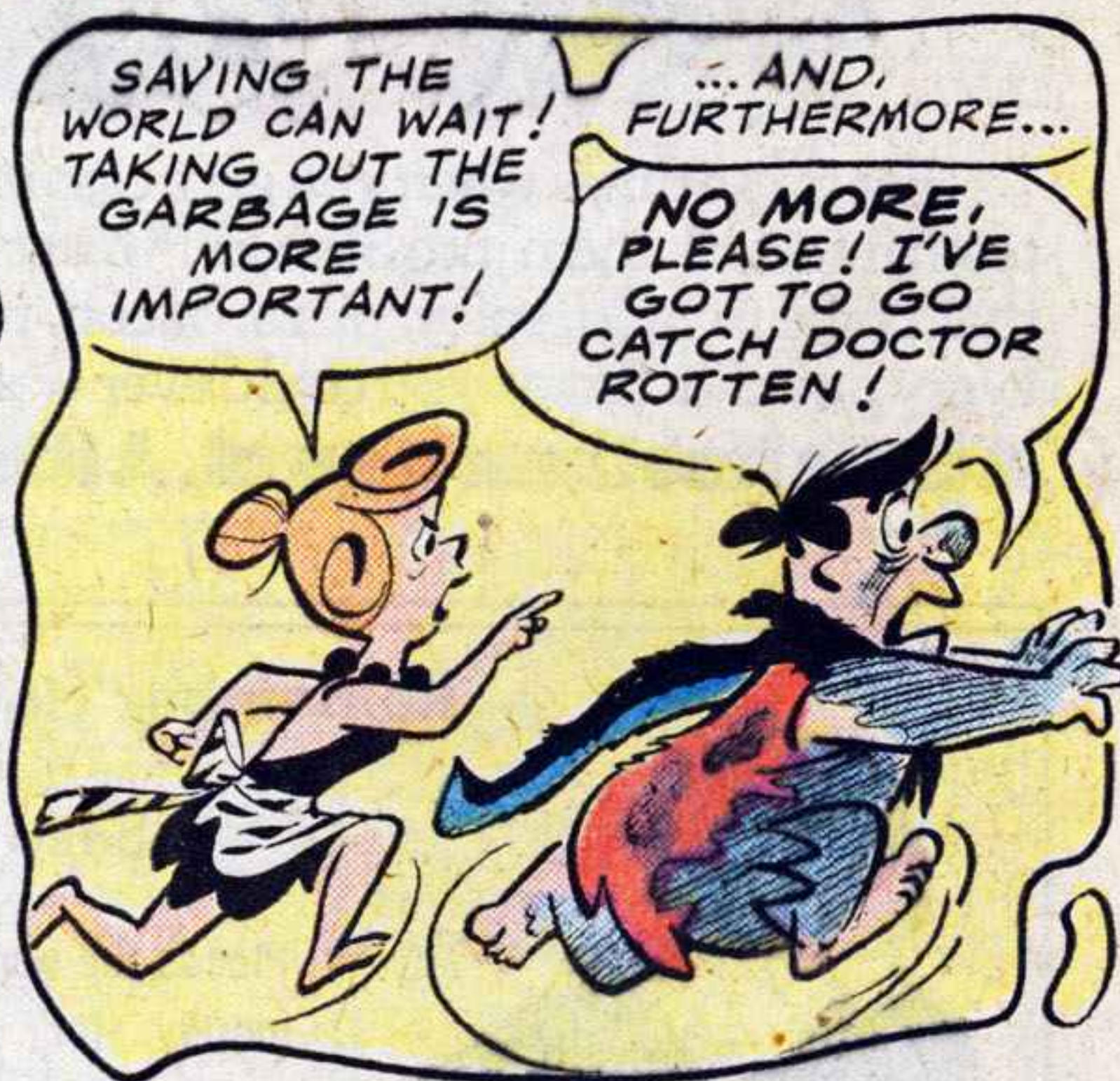


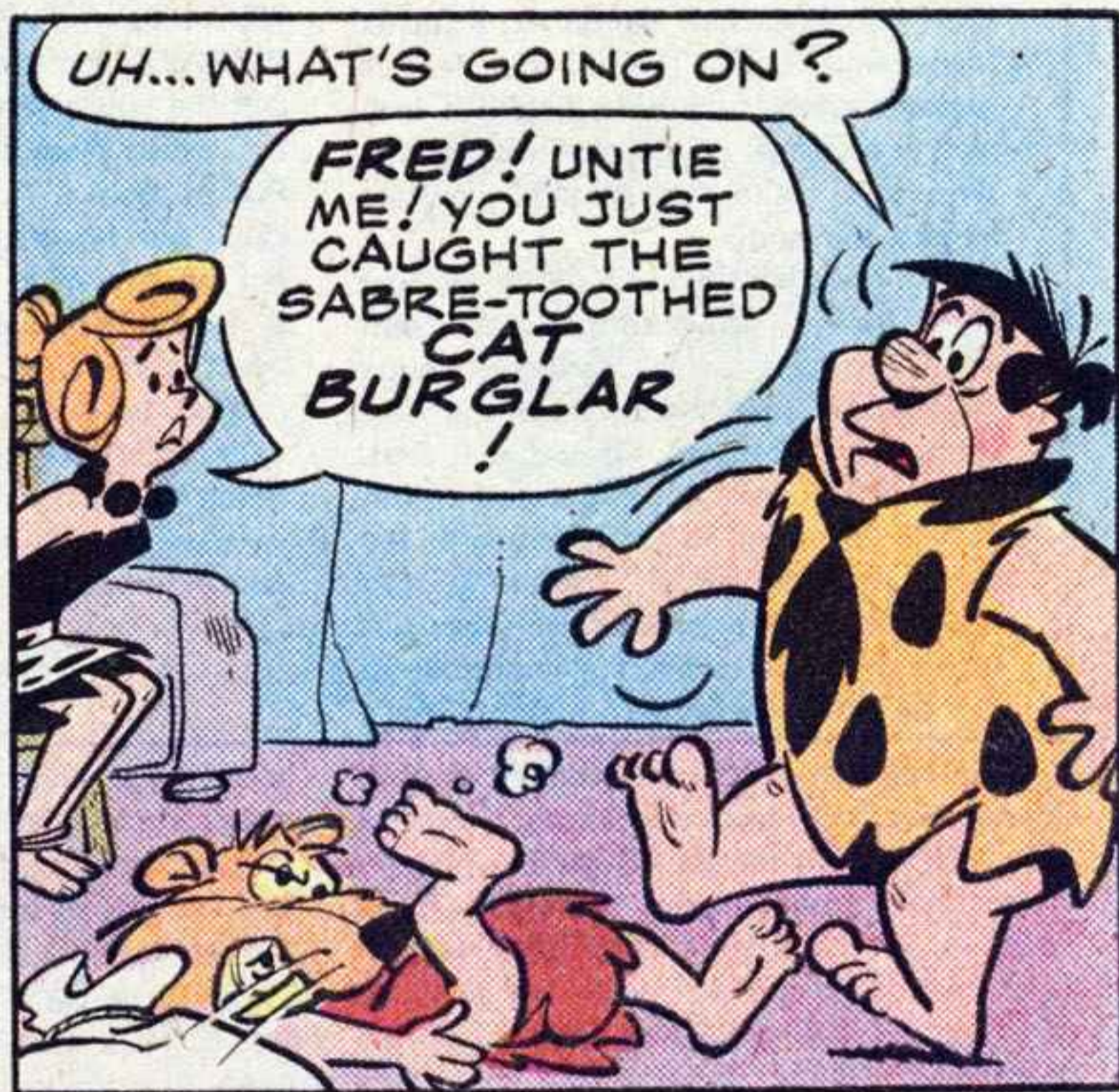






BALLOOM





Free Wacky TV Show cards



Three free cards on specially marked Hostess family packs. 48 cards to collect and trade! On the front: wacky titles and color pictures of well-known TV shows. On the back: giggly TV riddles and fascinating facts. Offer good Sept. 4 - Oct. 21, 1978 or while supply lasts.

Available in most areas

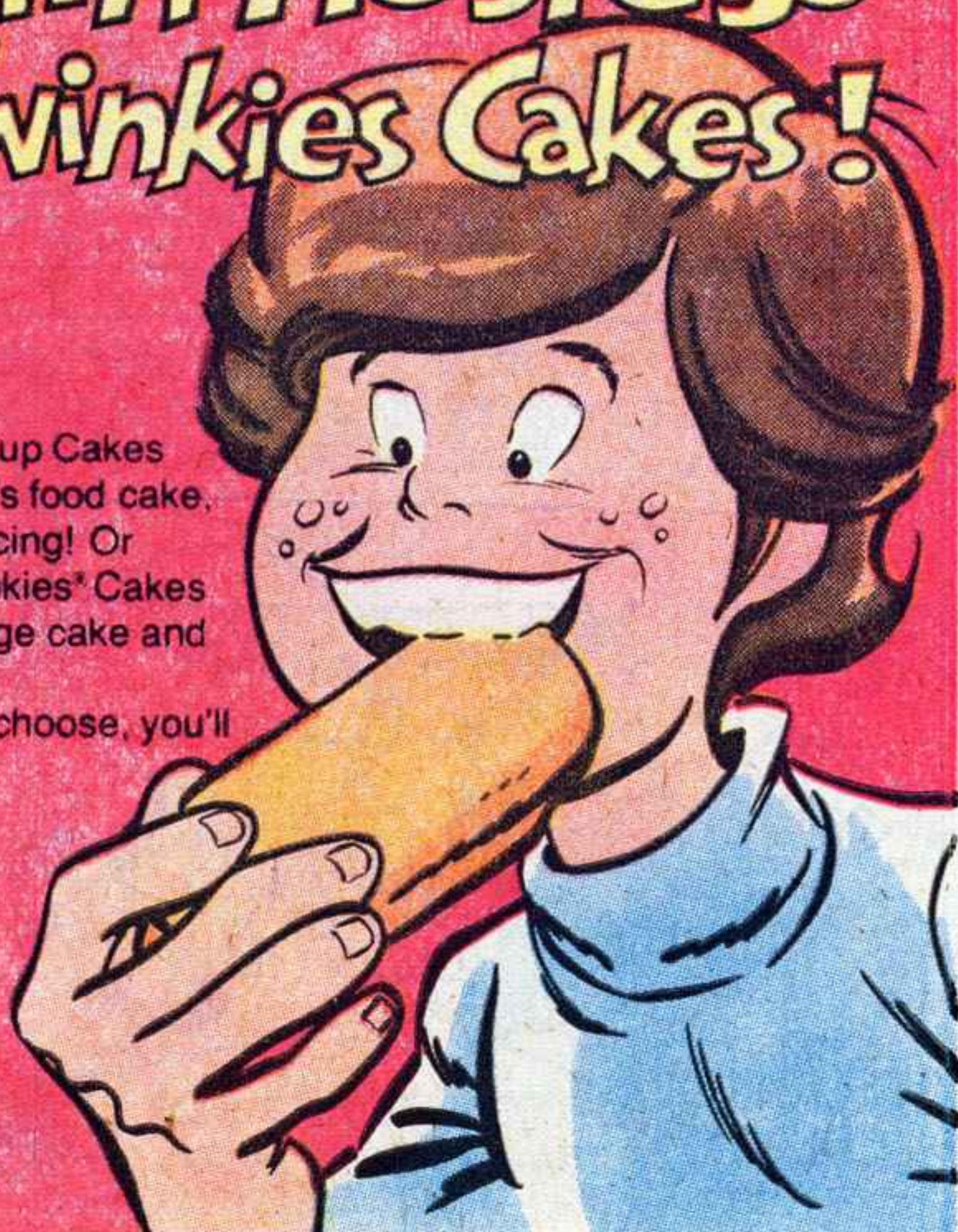


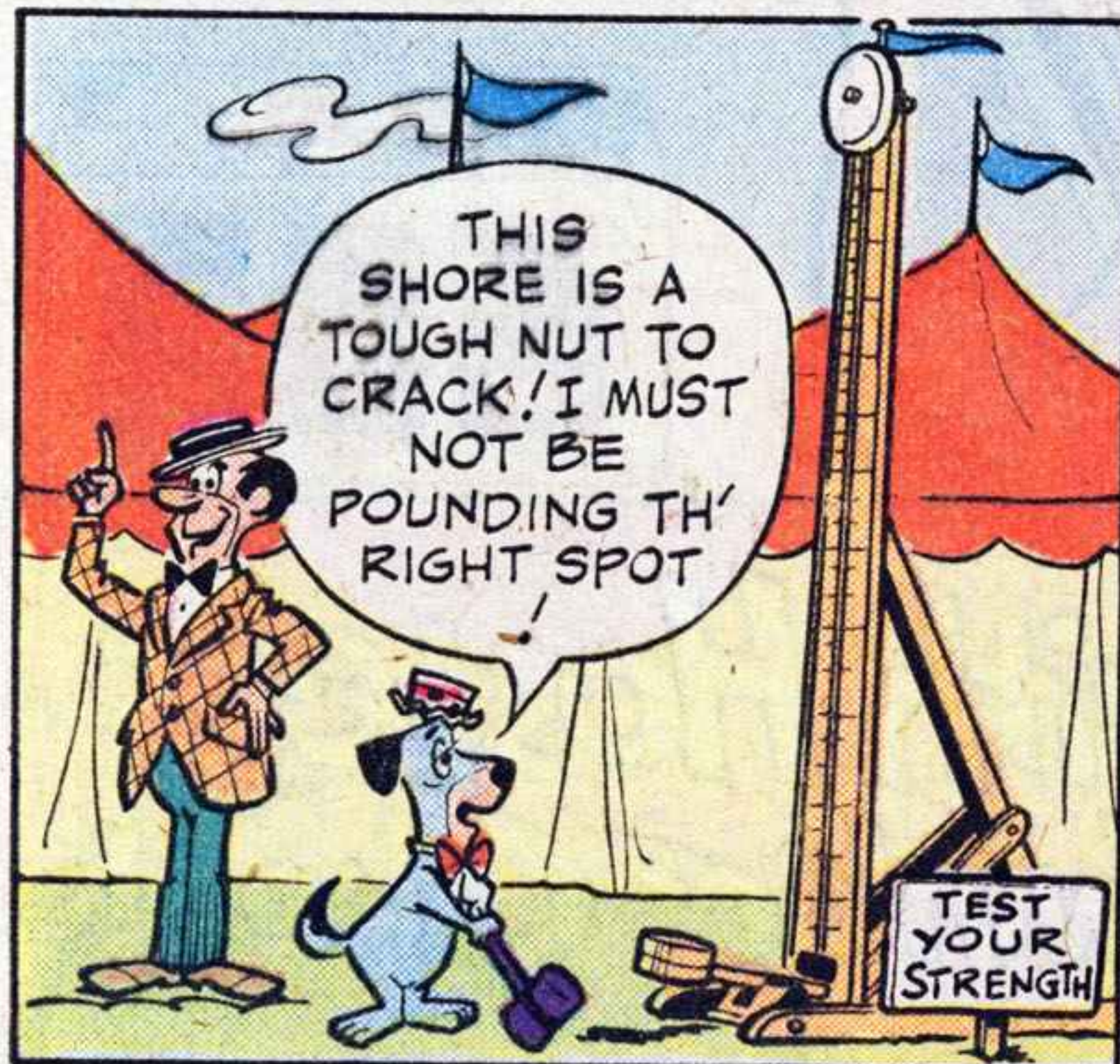
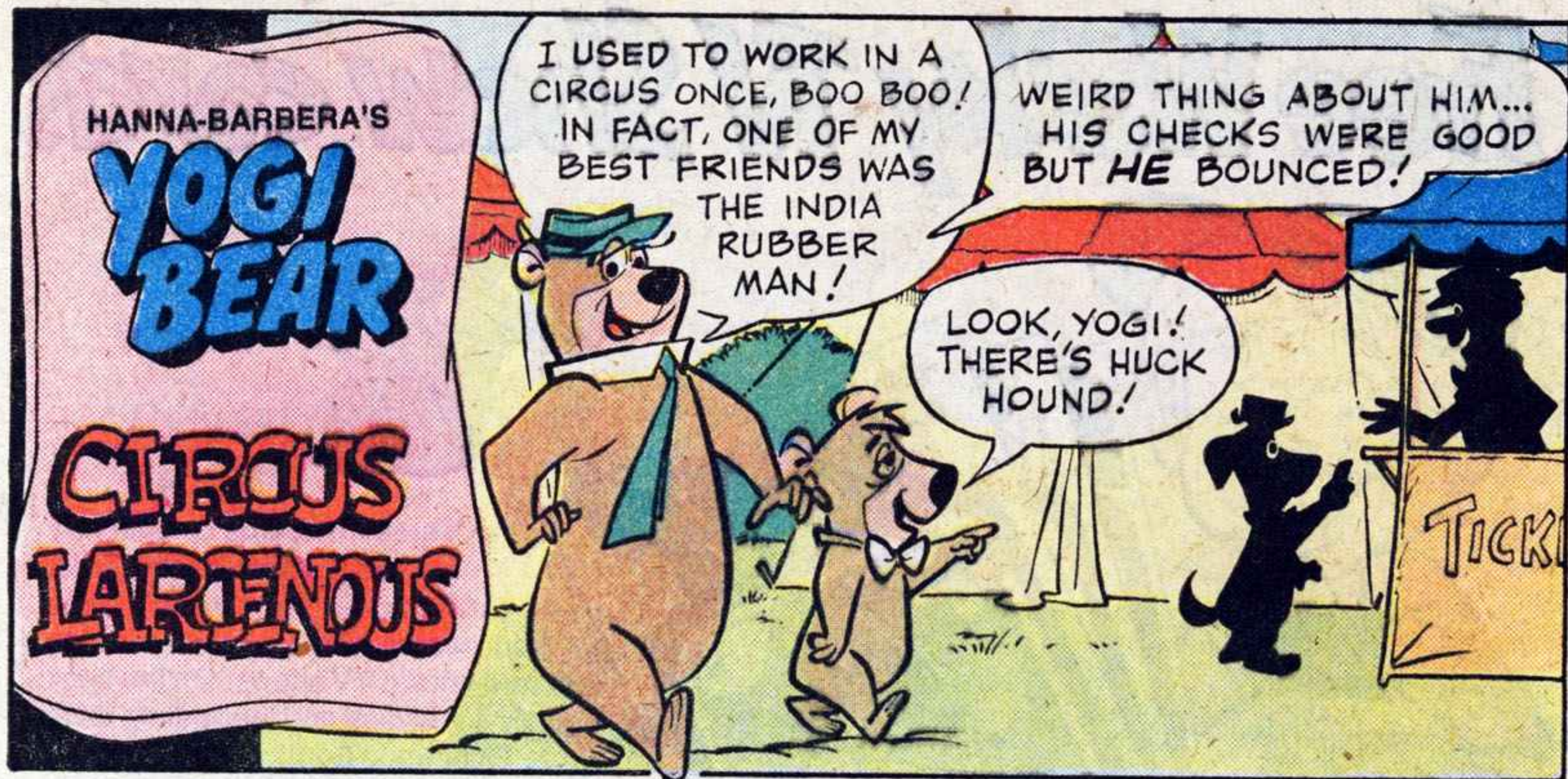
Have fun with Hostess Cup Cakes & Twinkies Cakes!

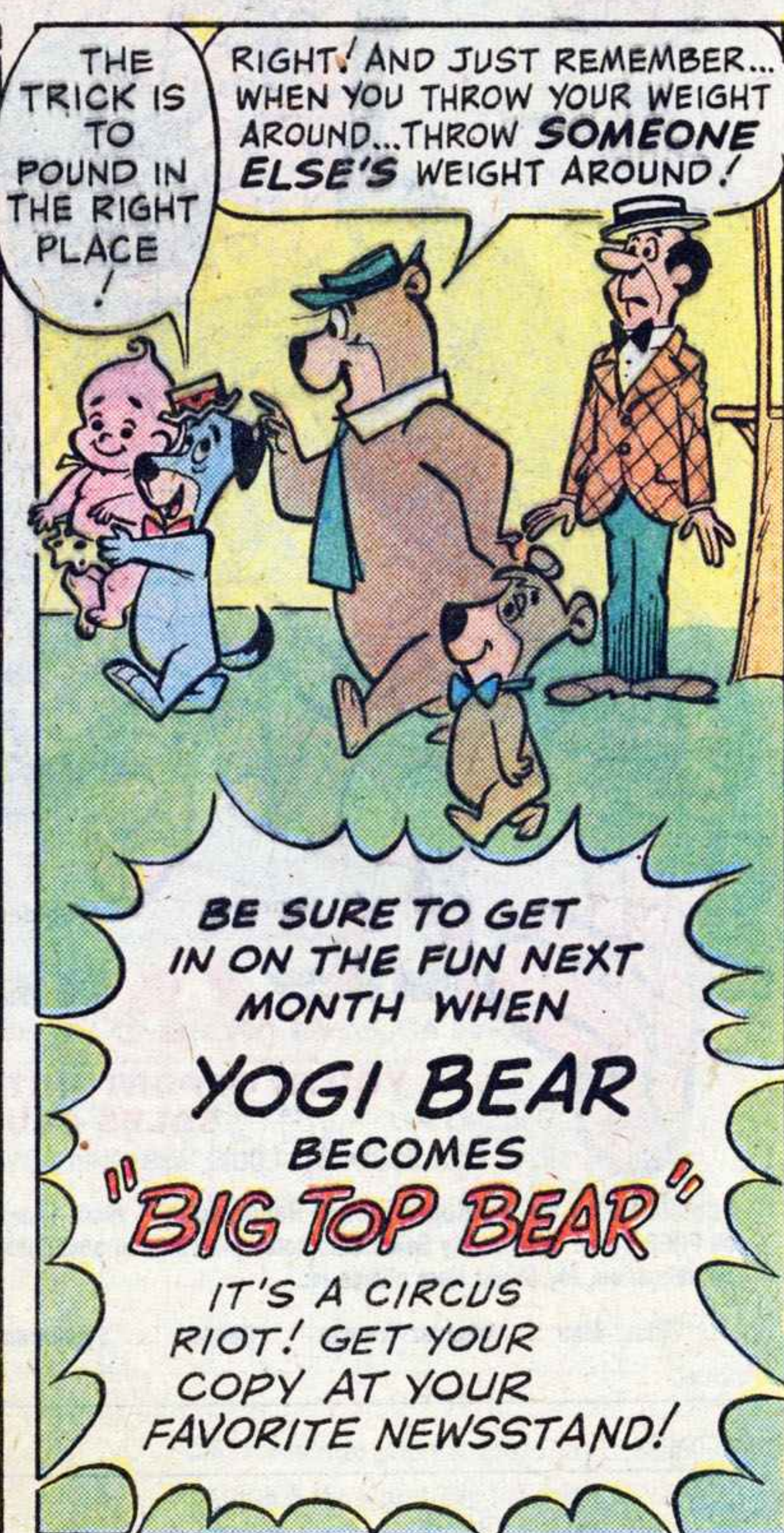
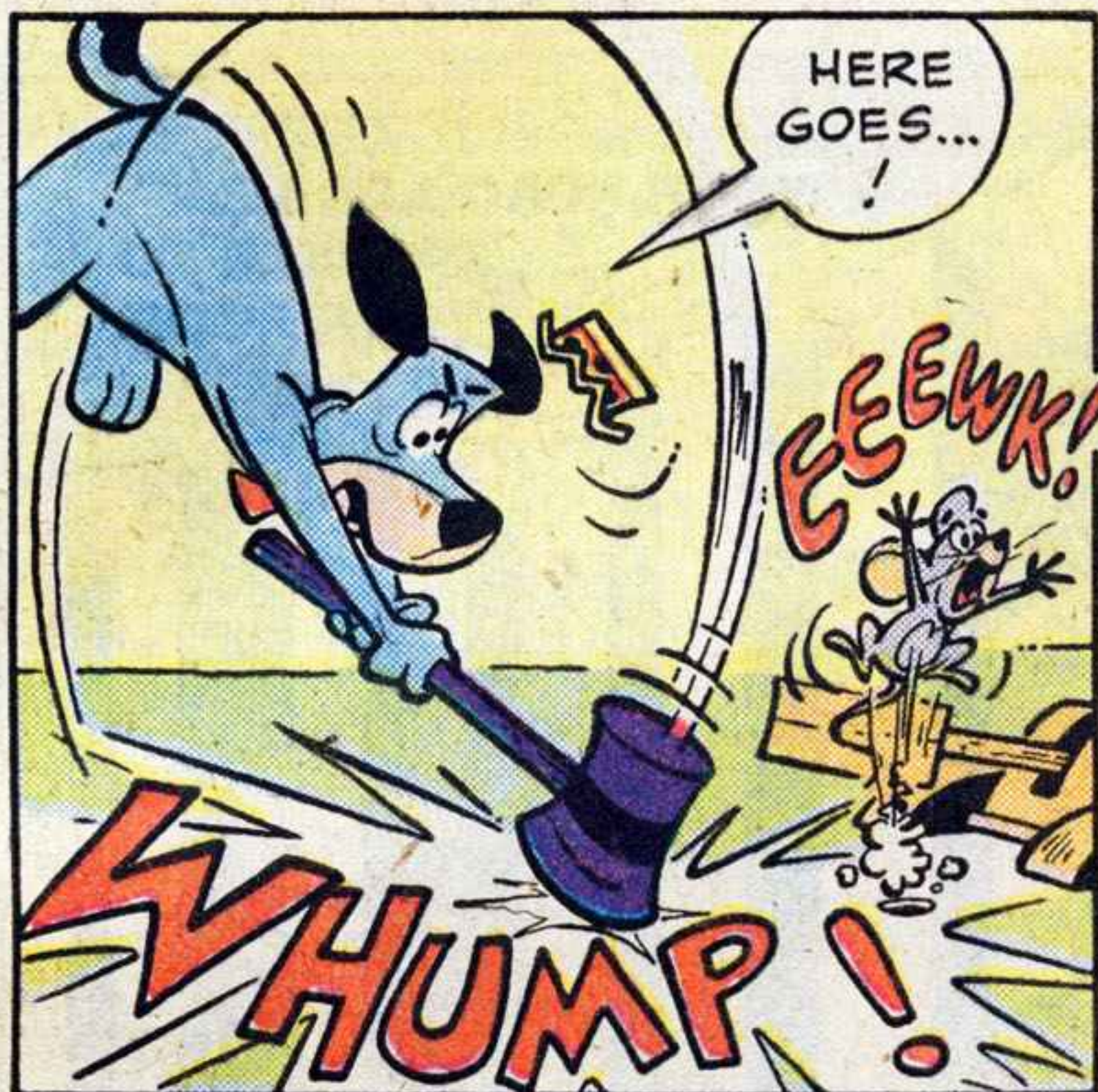


Bite into Hostess' Cup Cakes and enjoy rich devil's food cake, smooth chocolaty icing! Or choose golden Twinkies' Cakes for light, moist sponge cake and creamed filling!

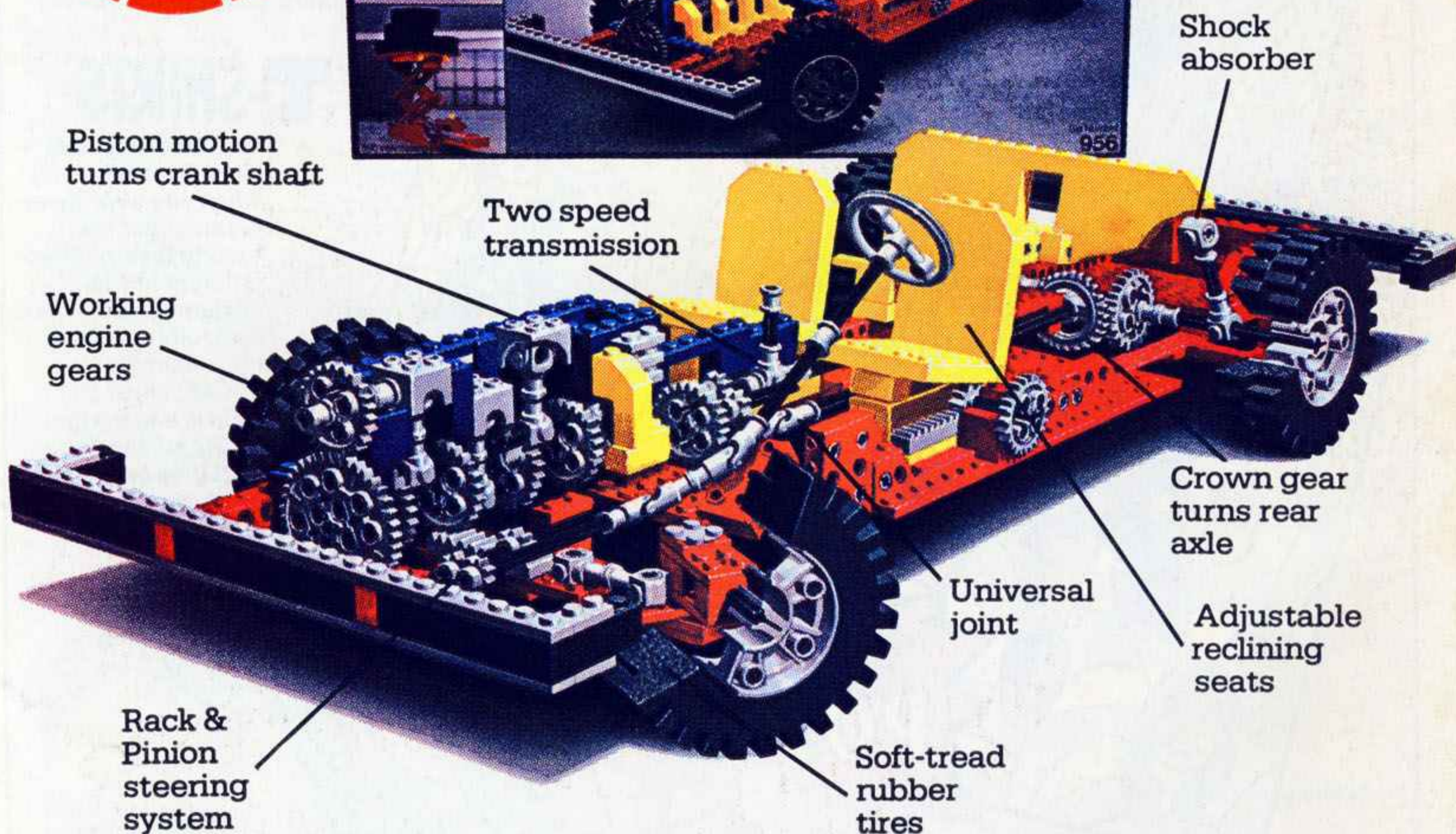
Whichever you choose, you'll have a lot of fun!







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There are four sets to choose from:



Auto Chassis, Go-Cart, Farm Tractor and Sky Copter – plus a motor and a parts pack. Each set comes with special building instructions and directions for rebuilding other designs.

Don't miss out. These four new super sets are waiting for you. Now show your friends what an expert builder you are.